

Gallup-McKinley County Fine Arts & MakerSpace Expansion (FAME) Grant Report

Created for the New Mexico Economic Development Department (EDD) Creative Industries Division

By the City of Gallup in conjunction with University of New Mexico Gallup Campus

Fund 18900 Dept. ZH5079 Bud Ref. 92324 Class. H5079

June 30, 2024

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Summary of Project Outcomes to Date – (COG)

The Octavia Fellin Public Library's (OFPL) MakerSpace was created in 2019 and currently shares the children's programming space in the Children and Youth Library. The shared space and mixed purpose limits access, programming, and participation for individuals and local businesses. The EDD project funds (\$50,000) are being utilized to renovate and create a dedicated space to house our MakerSpace lab, create a digital teaching lab, and a fine arts studio.

Identifying a suitable space to renovate within the 11,520 sq ft. building proved challenging and created several "back to the drawing board" delays. The building was originally a bank, re-purposed to temporarily house the materials and services 20 years ago. The weight bearing load is not appropriate for library stacks and limits the number of shelving units, books, equipment, and people that can be in the space. The electrical load is at full capacity and adding any new electrical outlets would require the addition of a sub panel which is cost prohibitive and would have depleted all of the grant monies. These factors and more posed serious challenges in the design process.

We explored four different design prospects:

The first was to renovate the space in the children's programming room to create a distinctive area for the MakerSpace with customized tables for equipment and workspace and optimized storage for supplies. This would have included the addition of a demonstration kitchen, wood working shop, paint and adhesive spray booth, laser engraver, and darkroom. The proposed design was not possible due to the power constraints.

The second was to renovate two bank vaults used to store city records and some library supplies, as well as a utility closet used by the IT department as a switching station. All of the records and supplies were relocated and the drawings for a small teaching lab, fabrication lab, and a recording studio were developed. The proposed design was not possible due to the power constraints and the difficulty of cutting through the walls of the vaults.

The third was to renovate the basement under the library used to store old furniture, shelving, supplies, flooring, replacement theater seats, donations, etc. All of the materials were removed or relocated and the city construction began to demo in preparation for upgraded bathrooms, a large teaching lab, wood and metal workshops, four color print lab, and open event space that could be reconfigured for different uses. The proposed design was not possible because of non compliance with ADA accessibility.

The fourth and final design removes the Children and Youth Library's information desk, work space, and storage behind the desk, to renovate the area for the MakerSpace lab. We will relocate all of the public computers to OFPL's main branch and enclose that area to create a digital teaching lab. All of the built in shelving and counter tops in the current computer area will be removed and some of the existing outlets will be relocated to either the floor or retractable outlets in the ceiling. To create an open space that is not cost-prohibitive, we will use a combination of wall and glass. The entrance to the MakerSpace will have double glass doors to accommodate the movement of equipment in and out. We will buy mobile furniture and storage that can be reconfigured and moved. We will then setup three express computer stations for the public to check their emails and provide quick Online access with a 15 minute limit. The permit set and general building permit were submitted to the Construction Industries Division for approval. (Drawings are embedded, p13-20)

LED lighting, new paint, and flooring were installed in one of the vaults to create a fine arts studio. The studio includes a wall mounted glass and mat cutter, a framing table, painting easels with adjustable drafting stools, a studio lighting kit, and photo light box for photographing creative industry products.

County and Project Location - (COG)

The City of Gallup is located in McKinley County, bordered by the Navajo Nation and Pueblo of Zuni, in Northwest New Mexico. The Octavia Fellin Public Library's Children and Youth branch is located at 200 West Aztec Ave.

Anticipated Job Creation - (COG)

One in four residents earn a livelihood from a sector of the creative industries in McKinley County. Our region struggles with unemployment, poverty, housing insecurity, and access to resources and capital. Providing access to safe spaces, equipment, training, and supplies will positively impact the ability of artisans and makers to produce, market, and sell their products directly to the consumer. Access to equipment through the MakerSpace facilitates design, prototyping, and scaling production to create and develop new products. Gallup has the possibility not only to expand market share, increase New Mexico's exports, but also provide a more equitable and inclusive economy by shifting prosperity to the producers.

Another facet of OFPL's MakerSpace expansion is the Gallup Career Academy (GCA), established in March 2024. OFPL is a Grow with Google partner and we offer scholarships to Google Career Certificates in the fields of cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management and user experience (UX) design. These industry-recognized certifications can be completed in six months with an investment of 10 hours each week, all 100% online. Once the learner has completed their exams they have access to personalized 1:1 coaching from specialized recruiters. Additionally they gain access to a platform providing opportunities to connect with 150 Google Career Certificate employee consortium partners. The MakerSpace provides learning support and laptops to scholarship recipients. Through digital training and creative initiatives combined, we can create new pathways to strengthen our local economy.

Community Stakeholders and Industry Participation - (COG)

Community Stakeholders

The Gallup Libraries are an anchor for Downtown Gallup providing a foundation for learning, innovation, and creative networks. Our service population includes all of McKinley County and the surrounding areas. To understand Gallup and the context that the Octavia Fellin Public Library (OFPL) thrives within, it is helpful to think of the entirety of McKinley County, New Mexico. McKinley County encapsulates Gallup, the northeast sector of the Navajo Nation and the entirety of the Zuni Pueblo. Based on the estimates from the 2020 Census, 79% of McKinley County identifies as “Native American.” Education in the state of New Mexico is ranked 50th out of 50 states. Therefore, an inherent challenge exists in this community for people to have a fair chance at meaningful livelihood considering the standards of K-12 schooling. This is illustrated by a recent ruling in a lawsuit from a local parent, Wilhelmina Yazzie, against the state of New Mexico. A ruling in Yazzie’s favor confirmed that the constitutional rights of her children and other Indigenous students were violated in the Gallup McKinley County School district because of the subpar educational standards that, for example, continually grade students above what they earn on standardized tests.

Indigenous families have immense barriers of entry to achieving higher education because of the historic lack of resources for their communities. In a small border town like Gallup, sustainable career tracks are hard to come by. The Navajo Nation has a 50% unemployment rate. Due to sparse and often bureaucratic utilities access, forty percent of Navajo families have to buy and haul in water to their homes to operate their plumbing. Day to day necessities that the American public take for granted - electricity, running water, Internet and basic telephone access- dictate much of the focus in the day to day lives of our community.

While Gallup is a city of roughly 20,000 residents, McKinley county has over 70,000 residents. Gallup is a commercial hub due to the influx of people from nearby Indigenous communities. There has always been a symbiotic relationship between tribal lands and Gallup that is a source of contention because Indigenous families spend most of their money in Gallup yet equity is not inherent. Erasure and whitewashing the heritage of Gallup is still prevalent. McKinley County residents receive services for free while contiguous county residents and those living in Arizona pay a nominal fee. Not believing a library should ever be limited by the economic condition of its region, the library seeks out partnerships and grant opportunities, always striving to meet and exceed the needs of the people it serves. The library is the crossroads of the community, bringing together people, information, and ideas.

Industry Participants

- **City of Gallup** – fiscal agent.
- **COG Behavioral Health** – programming partner. Fiscal sponsor for programs, events, training, and supplies.
- **El Morro Theatre** – programming partner. Free annual teen film making workshop with Holt-Hamilton films and a variety of programs hosted in the theatre and event center.
- **gallupARTS** – programming and promotion partner. Free art classes and guided WPA tours.
- **Gallup Business Improvement District** – programming and promotion partner. Monthly ArtsCrawl space and public relations.
- **Google** – Grow with Google Career Scholarship program.

- **Lois A. Becenti** – programming partner. Free monthly Navajo rug weaving program.
- **Navajo Technical University, Culinary Department** – programming partner. Free monthly chef-led culinary workshops.
- **New Mexico Grown** – programming partner. Free monthly sustainable food and gardening workshops.
- **New Mexico State University, College of Agricultural, Consumer and Environmental Sciences** – programming partner. Free monthly sustainable food workshops.
- **Northwest New Mexico Council of Governments** – dot connector.
- **Octavia Fellin Public Library** – home to MakerSpace, programming partner, public relations, and project lead.
- **UNM Gallup** – project partner. Allocated 50% of the funding.

Economic Contributions - (COG)

Studies by the American Library Association find the following in regards to economic development. “Public libraries serve as catalysts for job creation by offering a variety of resources aimed at enhancing patrons’ skills and employability. Workshops, training programs, and access to online learning platforms empower individuals to acquire new skills, making them more competitive in the job market. A study conducted by the American Library Association (ALA) found that libraries contribute to workforce development, ultimately leading to increased employment opportunities within the community.”

Additionally the investment in libraries impacts the following:

Increased Property Values and Real Estate Development.	https://www.urbanlandinstitute.org/
Small Business Support and Entrepreneurship.	https://www.brookings.edu/
Community Events and Tourism.	https://knightfoundation.org/
Digital Inclusion and Bridging the Digital Divide.	https://www.digitalinclusion.org/
Educational Support and Youth Development.	https://www.nber.org/

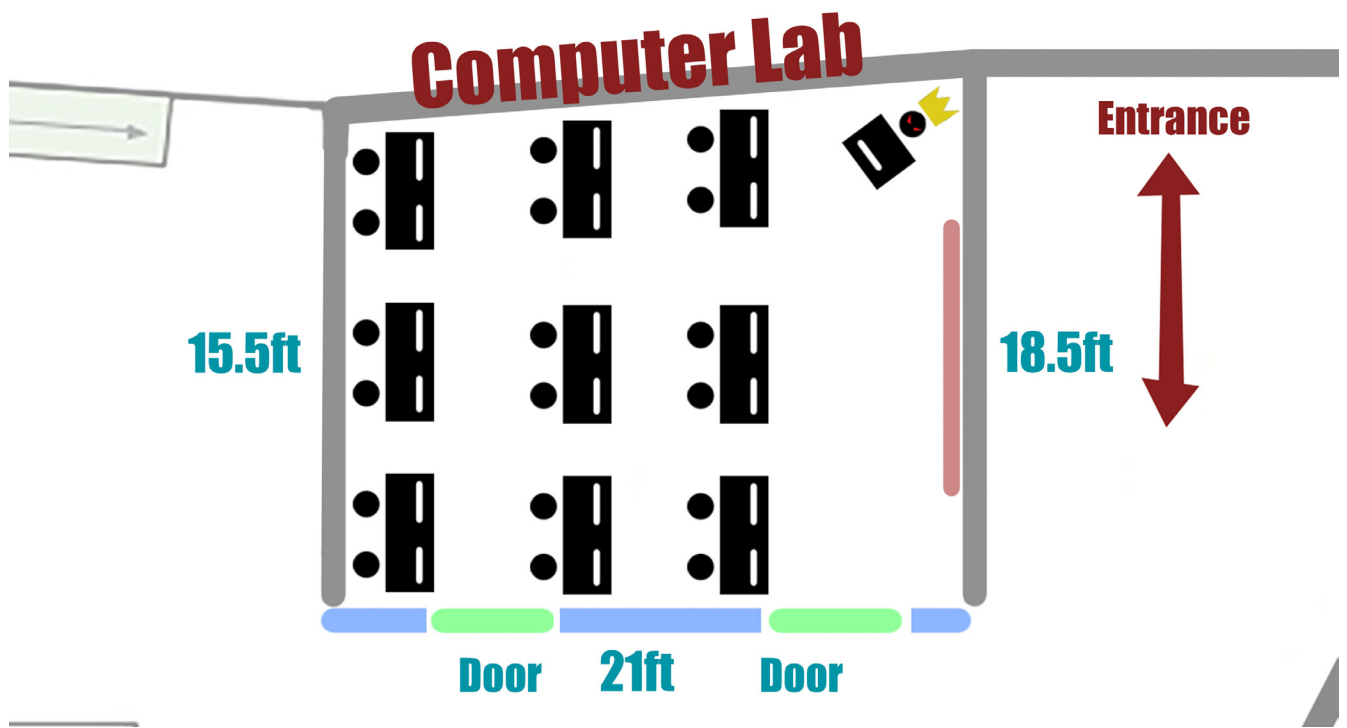
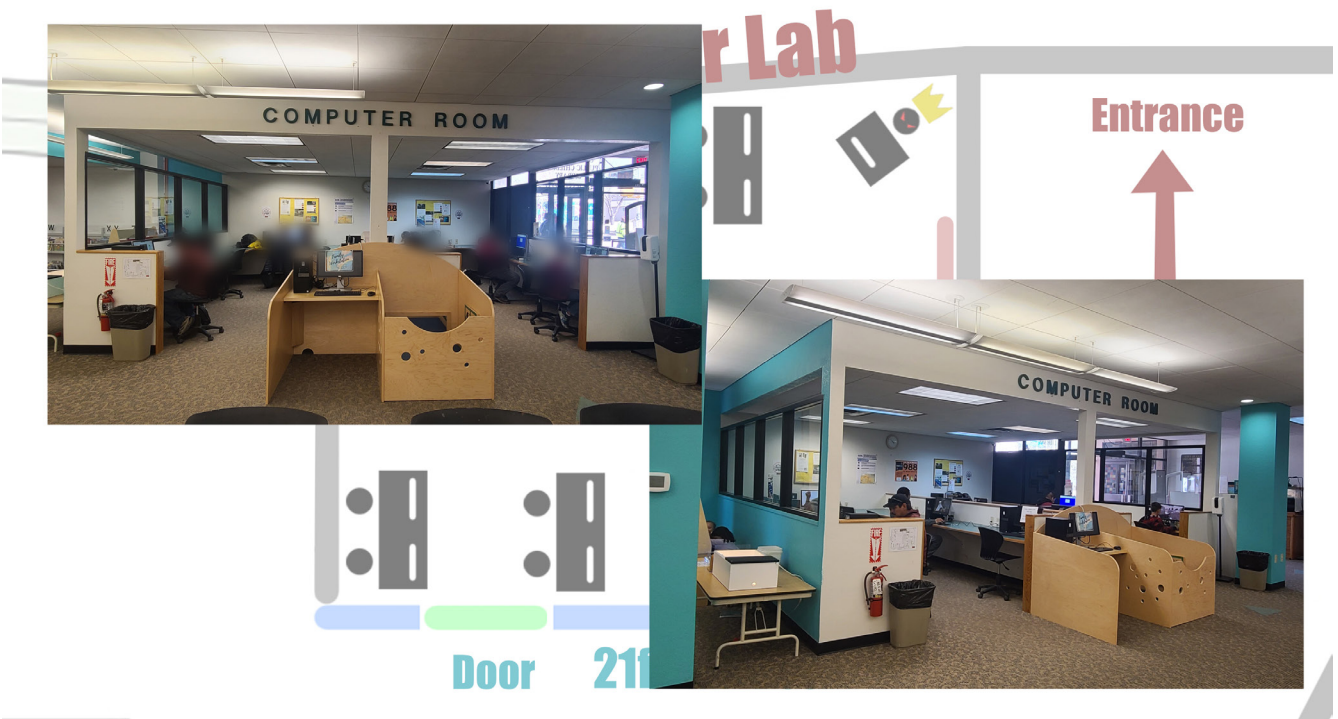
ROI for the Octavia Fellin Pubic Library is \$4.24 per dollar, increasing the EDD investment to \$212,000.00

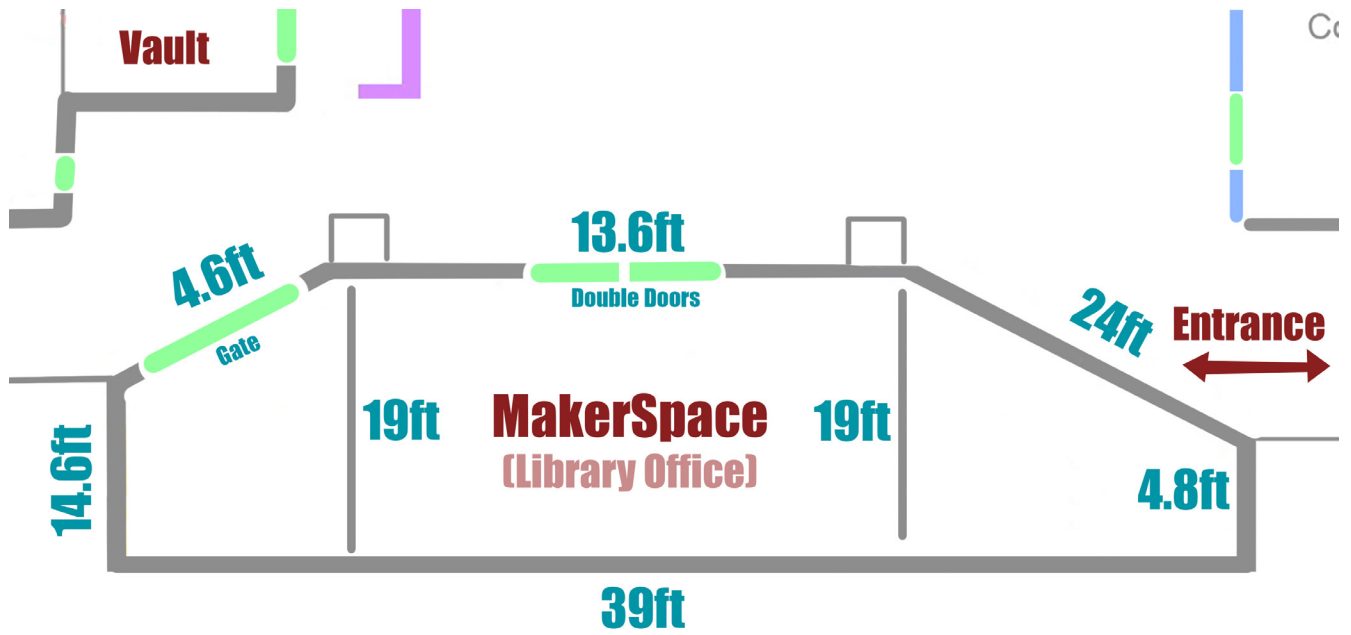
https://www.everylibraryinstitute.org/library_funding_map

Resources for Library Statistics

<https://slol.libguides.com/LibraryStatistics/PublicLibraryROI>

Photos and Media - (COG)







3D Printed Logo created at MakerSpace

November City Update

Octavia Fellin Public Library



Planting Industry Creatives to Nurture Gallup's Future Innovators

The City of Gallup believes in growing its own and investing in the people who make Gallup and McKinley County a creative industry destination. The City is proud to be one of 18 recipients of the New Mexico Economic Development Department's Creative Industries Grant Award. The grant originates from House Bill 8, passed during the 2023 Legislature. The \$100,000 received will help expand and enhance the Octavia Fellin Public Library's (OFPL) MakerSpace. But wait, what is a MakerSpace? According to John Burke (2015), "The rise of the makerspace concept can trace its roots to the publication of Make, a magazine that launched in 2005 and promoted creative projects and methods of making." At its core, a MakerSpace is a place where people come together to share their knowledge, skills, and gain access to different tools. OFPL's MakerSpace launched in 2016 with the initial purchase of a first-generation Ultimaker 2 + 3D printer. Since that time, the collection of tools and variety of programs have continued to grow.

Phil Neilson, the Youth Service Librarian, started a weekly coding class for kids in 2022 called 'Tinker Tech' as a way to expand programming in the MakerSpace. Students learned how to use the visual programming language "Scratch" to tell interactive stories and create simple games. In January 2023, the children's branch introduced a hardware element to the class in the form of programmable circuit boards called Makey Makeys. These boards allowed students to turn everyday objects into computer inputs. When combined with Scratch coding, students were creating banana pianos and simple gaming controllers. They introduced another programmable piece of hardware called a Microbit, which is a tiny single-board computer with an array of LED lights that can execute basic programs. Students learned how to code a program that they could save onto the Microbit to test their code on a piece of hardware.



Robin Lasiloo, Jim Sharp, Matilda Pat, Megan Pat, and not pictured Phil Neilson

Library staff taught themselves and each other how to use the MakerSpace equipment and in 2023 they introduced a more advanced 3D printer to the Tinker Tech program. Using Ticker CAD (computer-aided design) they began teaching the principles of 3D modeling. The library added several

books that contained Tinkercad and 3D modeling project ideas to the library's collection, and used those books as starting points for weekly projects. These 3D printing classes were a huge hit, and the already popular Tinker Tech program ended up having so many attendees that some weeks they had more students than computers! They decided to shift from a "class" format to a "workshop" format, in which students could come to the MakerSpace and select what they wished to work on from a menu of different MakerSpace materials and technologies. What is now the "Open MakerSpace" was launched on Wednesday afternoons with the regular attendance of 25 to 35 people over the course of the two-hour session. The new 3D printer was in such high demand that the library staff added a second printer of the same design to the MakerSpace and added an additional hour to the weekly Open MakerSpace time.

OFPL's MakerSpace functionality has expanded to include Cricut die-cutting machines, laser engraver, heat press, mini-metal maker, sewing machines, mat cutter, button maker, electric kiln, and different types of engineering and design toys. To further catalyze its creative industries, OFPL has also added a talented MakerSpace Educator and Multimedia Specialist to the mix! Welcome Robin Lasiloo, a member of the Ashiwi (Zuni); his clans are Suski (Coyote) & K'yak'yali (Eagle). Robin comes from a long line of artisans; the need to create is a part of his life, heritage and culture. His study of art history, drawing, and painting at UNM fortified his knowledge of the traditional arts and advanced into a love of digital arts.



Robin Lasiloo, Multimedia Specialist

Robin views the MakerSpace as a vital community entity. Creative industries are a major driver for Gallup's economy. Gallup has arguably the largest Native American arts industry in the country. Thousands of Native American artists work to craft several types of artworks including paintings, jewelry, baskets, and rugs. His goals for the MakerSpace include building on its foundations, expanding community involvement, and developing strong traditional & digital platforms while removing obstacles for makers and inventors.

What is in the future? A New Mexico Makers Fair, exploring AI, virtual reality and film making, culinary programs, performance theater, and a new regional library. Check out the many resources freely available through the Octavia Fellin Public Library at Ofpl.online.

Join Us Every Wednesday 4pm
200 West Aztec Ave. Gallup, NM



Mayor Louie Bonaguidi
Councilor Linda Garcia
Councilor Sarah Piano
Councilor Michael Schaaf
Councilor Ron Molina



Deliverables and Data - (COG)

Deliverables

Renovation to be complete by November 30, 2024.

Expanded wrap around support services for individuals and businesses after the expansion is complete.
Increased MakerSpace operational hours, instruction, and programming following the expansion

Data Inputs

Number of users – OFPL has 39,563 registered users, 2022-23 door count - 73,732.

MakerSpace and Google Career Academy programs average 40 participants per week.

Hours of use – Makers average three hours per week in the MakerSpace, totaling 120 hours of use.
This does not account for print and processing times.

Hours of instruction – The MakerSpace Educator provides an average of 12-15 hours of instruction during regularly scheduled programs and four hours during special programs and outreach.

Date Outputs

Number of certifications/graduates – training and certifications for some of the equipment have been completed by eight library staff and two teen volunteers. The MakerSpace Educator is actively developing a training and certification program for the Gallup Career Academy.

Number of entrepreneurs/companies supported – individuals and businesses regularly utilize the MakerSpace 3D printers for commercial purposes including fabrication of parts for machinery and artistic creations, for awards, and for resale; the Cricuts (computer-controlled cutting machines) and the heat press are regularly used to create branded clothing, accessories, coffee cups, chess sets, devices, stickers, etc. The Friends of the Library have utilized MakerSpace products for funding raising events.

Data Outcomes

Success stories – Jessica Adekey (adekyies@gmail.com) makes 3D prints to sell online and at craft fairs. Joseph Milner (jmil2051.cm@gmail.com) uses the MakerSpace to 3D print parts for his electric unicycle which is his main way of commuting to work. Justin Benson (justin.r.benson@gmail.com) utilized the MakerSpace printers to print parts for an old commercial coffee grinding machine that he could no longer order parts for but needed for his business.

Recently, the library had a small plastic piece break on a Circuit set that is very heavily used in the MakerSpace. We decided to ask some of our attenders if they could use Tinkercad to design a new piece and then print it on our 3D printers. One of our 5th grade students was able to successfully create a new piece!

Address Needs for Underserved Communities in Creative Industries

(1) Utilize cultural relevant and appropriate messaging through project partners and tribal leadership – forthcoming.

(2) Identify user who have access issues to partner with Gallup Express, A:shiwi Transit and Navajo Express to provide public transportation services – forthcoming.

(3) Outreach to provider networks to engage individuals in institutions –forthcoming.

(4) Commitment to equitable access for users from underserved communities and complying with accessibility requirements for users with special needs. – OFPL provides ADA compliant workspace and access to equipment that meets ADA standards including vision, hearing, and sensory impairments.

(5) Engagement with youth and seniors. - A recently graduated high school student named Caleb Becksvoort lead our "Teen Makers Club", which was an adaptation of our Open MakerSpace time specifically for teens held every other Saturday afternoon, over the summer. Throughout the summer, Caleb taught a small group of attendees how to do advanced 3D modeling using a professional-level CAD program called Blender. A few of our students from our Wednesday afternoon program attended regularly, and became very comfortable not only with advanced 3D modeling but also with how to operate the 3D printers. OFPL staff members use MakerSpace materials to offer sewing and Cricut classes geared towards teens and adults. OFPL continues the Open MakerSpace model, and plans to expand the model as we gear up towards full MakersSpace functionality with technologies--such as our laser cutter/engraver, heat press, and individual kiln--as our staff becomes well-versed in their use. We also plan to expand the hours that the MakerSpace is open to the public, as well as introduce more projects and programs geared towards teens and seniors.

Over the past year, the success of the Tinker Tech/Open MakerSpace time has shown our staff that our community is incredibly creative and hungry for access to emerging maker tools and technologies. We have been so excited to see some of our regular MakerSpace attendees go from beginners to being able to completely run the 3D design process from modeling to final print.

OFPL provides free MakerSpace programming at the Senior Center twice a month.

CITY OF GALLUP LIBRARY MAKERSPACE

PROJECT NO.
R313171.07

JUNE 7, 2024

CONSULTANTS



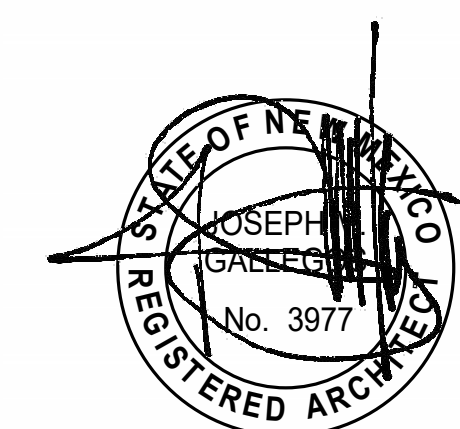
1. ELECTRICAL ENGINEERING
A C Engineering Enterprises, LLC
141 E. Palace Ave.
Santa Fe, NM 87501
Contact: Fred J. (Bud) Telick
Contact: 505-681-5401
Contact: budtelick@ace-nm.com

DRAWING INDEX

G-000	COVER SHEET
G-003	LIFE SAFETY PLAN
A-101	OVERALL FLOOR PLAN
A-102	DOOR SCHEDULE AND DETAILS
E-001	FIXTURE SCHEDULE GENERAL NOTES
ED-101	ELECTRICAL DEMOLITION LIGHTING & POWER PLANS
E-101	ELECTRICAL LIGHTING & POWER PLANS

PERMIT SET SUBMITTAL

CITY OF GALLUP LIBRARY
GALLUP, NEW MEXICO



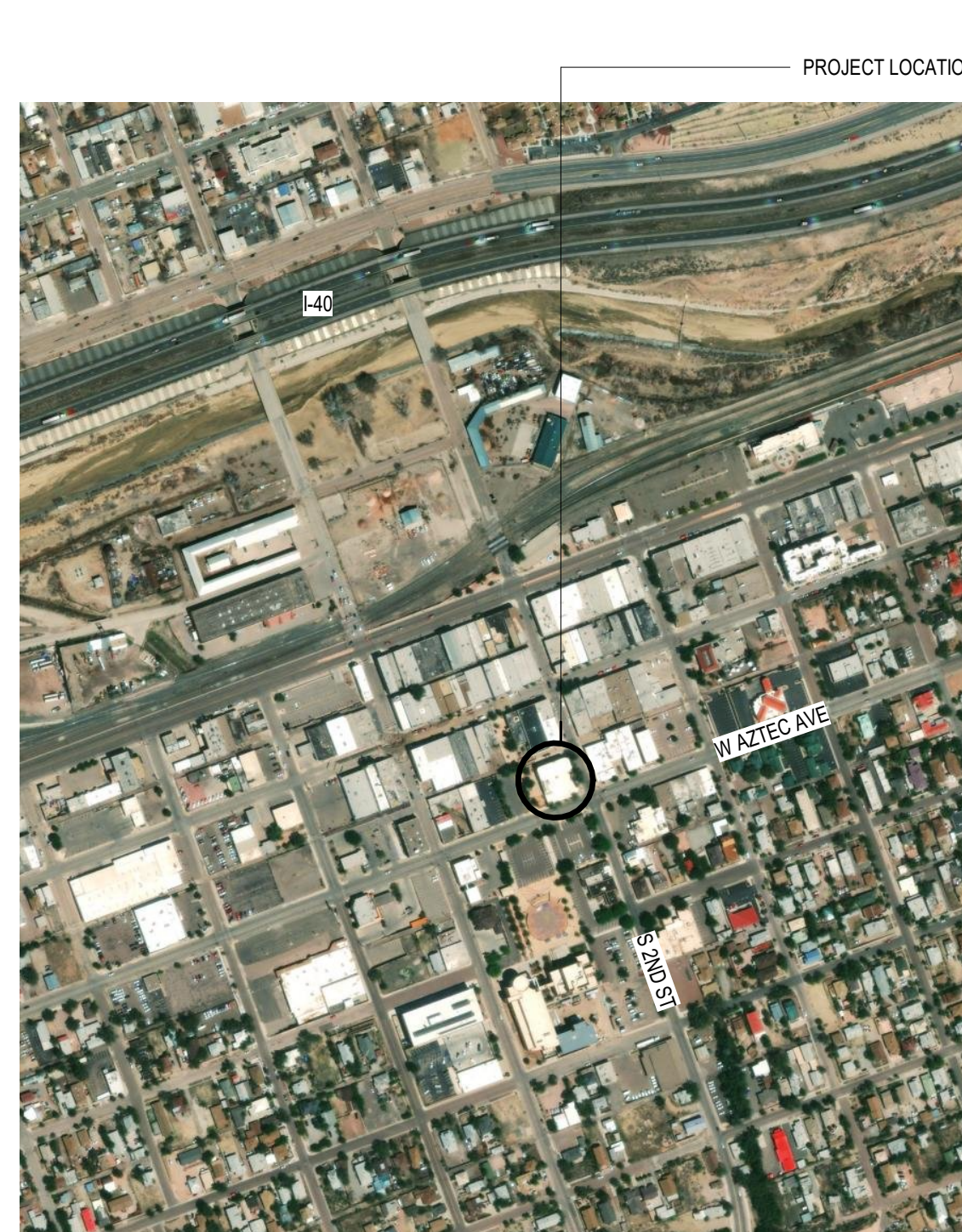
SELECTIVE DEMOLITION NOTES

- 1. EXAMINE THE AREAS AND CONDITIONS UNDER WHICH DEMOLITION WORK WILL BE PERFORMED CORRECT CONDITIONS DETRIMENTAL TO THE TIMELY AND PROPER COMPLETION OF THE WORK...

- 13. DO NOT CLOSE OR OBSTRUCT STREETS, PARKING LOTS, WALKS, OR OTHER ADJACENT OCCUPIED OR USED PORTIONS OF THE FACILITIES WITHOUT PERMISSION FROM THE OWNER AND AUTHORITIES HAVING JURISDICTION...

- 20. ASBESTOS REMOVAL WORK IS NOT REQUIRED IN THIS CONTRACT. OWNER WILL REMOVE OR PROPERLY ENCAPSULATE ANY KNOWN ASBESTOS MATERIAL PRIOR TO CONSTRUCTION PER THE PROJECT MANUAL...

PROJECT VICINITY



DRAWING LEGEND

Legend symbols for ROOM NAME, ROOM NAME AND NUMBER TAG, DOOR NUMBER, REFERENCE KEYNOTE, SHEET KEYNOTE, SYSTEMS TAG, WINDOW TAG, FINISH TAG, ROOM FINISH TAG, FLOOR FINISH TAG, PHOTO REFERENCE, ELEVATIONS, SPOT ELEVATION, NORTH ARROW, BUILDING SECTION, WALL SECTION, DETAIL CALLOUT, REVISION CLOUD AND DELTA.

GENERAL NOTES

GENERAL NOTES including EXITS, EXIT SIGNS, FIRE ALARM STATIONS, HOSE CABINETS, and APPLICABLE CODES.

DESCRIPTION OF WORK

Table with 2 columns: AREA OF WORK & DESCRIPTION, and details for 1. COMPUTER LAB and 2. MAKERSPACE.

CODE DATA

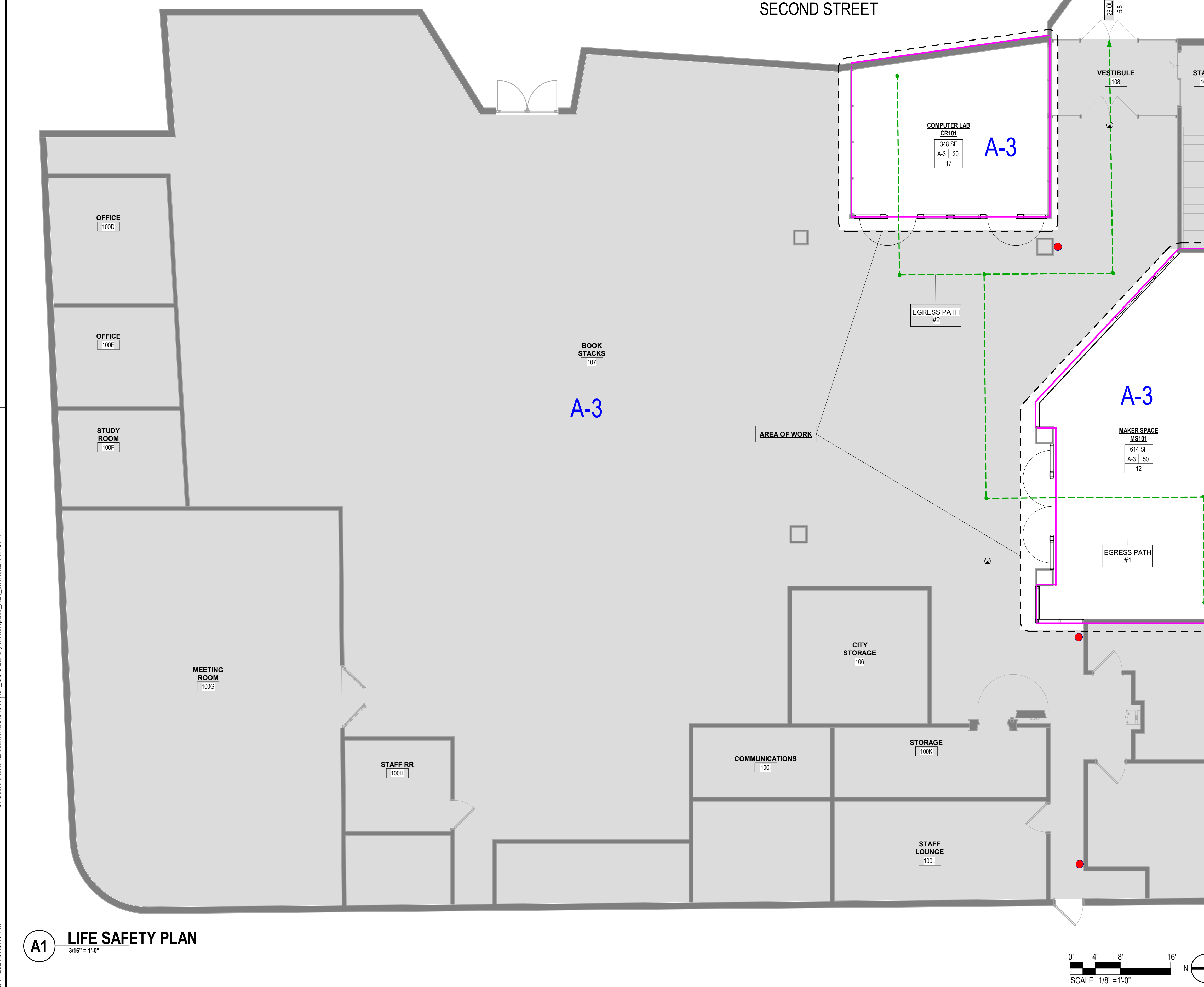
Table with 7 columns: ROOM NUMBER, ROOM NAME, AREA, OCCUPANT FACTOR, OCCUPANT LOAD, EXIT WIDTH, NUMBER OF REQUIRED EXITS.

PATH OF TRAVEL SCHEDULE

Table with 2 columns: Max, Length, for EGRESS PATH #1 and #2.

LIFE SAFETY SYMBOL LEGEND

Legend symbols for ROOM NAME, AREA, OCCUPANCY TYPE, OCCUPANT LOAD FACTOR, OCCUPANT LOAD, EXIT SIGN, RECESSED FIRE EXTINGUISHER CABINET, FIRE EXTINGUISHER, EXIT LOAD, EXIT DISCHARGE, EXIT CAPACITY REQUIRED, NON-RATED WALL, ONE (1) HOUR FIRE RESISTANT WALL, PATH OF EGRESS.



HUITT ZOLLARS logo and contact information: 6501 Americas Parkway NE, Suite 630, Albuquerque, New Mexico 87110-5375.



CITY OF GALLUP LIBRARY MAKERSPACE JUNE 7, 2024

GALLUP, NM

CITY OF GALLUP LIBRARY

PROJECT NO.: R313171.07
DRAWN BY: STAFF
REVIEWED BY: STAFF
APPROVED BY: STAFF

ISSUE DRAWING LOG:

Table with 3 columns: MARK, DATE, DESCRIPTION.

LIFE SAFETY PLAN

G-003

COPYRIGHT 2024 HUITT-ZOLLARS INC.

Vertical text on the left margin: C:\Users\sharlot\Documents\R313171.07_COG Library Makerspace_R313171.07_COG.dwg, 6/17/2024, 3:45:10 PM

CREATIVE INDUSTRIES GRANT
IN CONJUNCTION WITH THE CITY
OF GALLUP, NM

THE BUSINESS OF ART BOOTCAMP
UNM GALLUP CAMPUS
APRIL 19TH & 20TH, 2024

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SUMMARY OF PROJECT OUTCOMES TO DATE

Change of Project Scope: Given the short nature of the timeline for the Creative Industries Division grant, renovations to UNM-G's fine arts wing are not feasible. Instead, UNM-G sought to expand its makerspace program through a two-day "Professional Practices Bootcamp" open to both students, local artists and creative entrepreneurs. Currently, UNM-G does not offer a professional practices class to its fine art students. Additionally, there has not been a convening of the creative workforce in Gallup in at least the last ten years,. So, an extended training program was thought to be a unique opportunity for students, practicing artists and creative entrepreneurs for transformational professional development and networking.

The Business of Art Bootcamp was a 2 day event organized and hosted by UNM Gallup Fine Arts Faculty to help bring more awareness to the students, the local artists and creative entrepreneurs in and surrounding Gallup – the goal was to bring in information and resources that could assist in art related business skills that they might not be aware of.

Project Breakdown:

* In person workshops – we provided four workshops for our participants that outlined different elements of business elements in the arts. The Workshops ranged from storytelling experiences from a UNM G alumni turned professional artist, photographing your work for shows, resume & artist statement building, to checklists for developing your creative business.

* Two afternoons of panel discussions with professional artists from a variety of artistic fields and backgrounds. These panels were very popular and allowed participants to ask questions directly to artists about their business strategies.

* We recruited artists that were not only masters in their respective fields but also successful in their business strategies. All artists involved were enthusiastic and generous sharing their knowledge.

COUNTY & PROJECT LOCATION

The Business of Art Bootcamp was held April 19th & 20th on the UNM Gallup campus, located in **Gallup, NM in McKinley County**. Gallup is located on the edge of the Navajo Nation, near the Arizona border.

JOB CREATION

The goal of the event was to deliver content to local artists and entrepreneurs on ways to elevate the visibility of their artwork and strategies to improve upon their current practices. Most attendees were individual artists and we will continue to develop and support the relationships created during the event.

COMMUNITY/STAKEHOLDER/INDUSTRY PARTICIPATION

Community - The goal of the workshop was to reach our local community as well as outlying areas on and near the Navajo Reservation. UNM Gallup PR created articles that were published in two local journals and also created posts on social media to promote the event. In addition to print/social media we also used radio to spread the word. The community, both students from UNM Gallup along with the surrounding area, showed great interest and anticipation for the event.

Stakeholder - We partnered with various entities on the UNM-Gallup campus (students, PR, Dean's Office), along with local organizations such as; GallupArts and WESST to advertise and engage the community about the event.

Industry - We enlisted artists involved in actively selling and promoting their work in a variety of locations (brick & mortar and/or online). Participating artists were jewelers, painter/illustrator, printmaker, musician, photographer, fetish/sculptor, installation/performance art.

ECONOMIC CONTRIBUTIONS

Economic contributions of the event could not specifically measured during the event, as it was informational and experiential. But we hope to continue to engage the communities we served through future events that align with growth and expansion of artistic careers in the greater Gallup area. The local economy was spurred as the events were catered locally.

PHOTOS OF PROJECT

(Courtesy of Richard Reyes, UNM G PR Department)



Artist Eric Paul Riege speaks during his “Transitioning from Student to Professional Artist” Workshop



Artist Kayleigh Begay demonstrates and assists participants with how to use their cameras to take professional photographs of their artwork

THE UNIVERSITY OF NEW MEXICO-GALLUP PRESENTS

The Business of Art BOOTCAMP



**CALLING ALL
CREATIVE MEMBERS
OF THE COMMUNITY!**

Join our Business of Art Bootcamp designed to empower artists and students by providing essential tools to kickstart their art business.

Attend informative workshops and lectures hosted by experienced local and national artists to gain the knowledge and skills needed to succeed in the art world.

Don't miss this opportunity to maximize your potential and make your creative dreams a reality.



DATE

Friday, April 19 &
Saturday, April 20

TIME

9 a.m. - 3 p.m.

LOCATION

Calvin Hall
Auditorium



The event is free, but registration is required. Register in advance online or register in person on either day of the bootcamp. The first 50 people to register will receive a gas card and exclusive swag. Lunch will be provided both days for registered participants.

To see the agenda and to register for the event, scan the QR code here.



CONTACT

For more information, please contact
UNM-Gallup Lecturer Dana Aldis at aldisd@unm.edu



Business of Art Bootcamp 2024
Schedule of Events

Friday, April 19	Location: Calvin Hall Auditorium at UNM-Gallup
9 a.m. - 10:30 a.m.	Workshop: "Transitioning from Student to Professional Artist" Featuring Gallup fiber artist Eric-Paul Riege
10:45 a.m. - 12:15 p.m.	Workshop: "Photographing & Documenting Your Artwork" Featuring UNM-Gallup graduate Kayleigh Begay
12:15 p.m. - 1:30 p.m.	Catered Lunch - Free for all registered participants
1:30 p.m. - 3 p.m.	Panel: "Making a Living as an Artist, The Gallup Hustle" Panelists: Marlo Kiyite (Zuni artist, fetishes/sculptures), Duhon James (printmaker), Rapheal Begay (photographer) Moderated by Rose Eason, executive director of GallupARTS
Saturday, April 20	Location: Calvin Hall Auditorium at UNM-Gallup
9 a.m. - 10:30 a.m.	Workshop: "Writing an Artist Statement & Resume" Featuring Santa Fe jewelry artist Brian Fleetwood
10:45 a.m. - 12:15 p.m.	Workshop: "Starting an Art Business Checklist" Featuring WESST
12:15 p.m. - 1:30 p.m.	Catered Lunch - Free for all registered participants
1:30 p.m. - 3 p.m.	Panel: "Avenues on How to Sell Your Work" Panelists: Jessica Tolbert (jewelry arts), Delbert Anderson (musician), Beverly Blacksheep (Diné painter/illustrator) Moderated by UNM-Gallup lecturer and jewelry artist Kristi Wilson

This event is free, but registration is required. Please register at goto.unm.edu/artbiz.

Information: Dana Aldis, aldisd@unm.edu

Promotional Poster
Designed by Renaldo Fowler,
UNM Gallup PR Department

Bootcamp Schedule
Designed by UNM - Gallup
PR Department
(Richard Reyes & Renaldo Fowler)

RELEVANT DATA

Number of participants – 120 registered participants, approximately 60 attendees each day

Which “Creative Industries” – jewelry making, painters, indigenous craftspeople, photographers, musicians.

Attendees commented frequently on how the information provided during the 2-day event was both enlightening and helpful. Many mentioned that a follow up event or series of more specific professional development events would be useful.

A survey was given to participants and the feedback received was overwhelmingly positive with consistent requests for further events centering on helping local artists build their careers/businesses.