

TAOS COUNTY

FY24 CREATIVE INDUSTRIES GRANT

FINAL REPORT

Prepared For :

NMEDD

CREATIVE INDUSTRIES
DIVISION



Table of Contents

- 01 — Project Summary**
- 02 — Community Participation**
- 03 — Economic & Job Contributions**
- 04 — Budget Review**
- 05 — Deliverable Results**
- 06 — Testimonials**
- 07 — Media Selections**

Summary of Project Outcomes

Taos County worked in partnership with the Taos Arts Council, Taos County Chamber of Commerce, Mid-America Arts Alliance, and Taos Center for the Arts to conduct a two-pronged project that develops local creative industry entrepreneurs and provides educational and work-based learning opportunities for young people and recent graduates. By creating paid work-learning experiences for young people that also builds capacity of our cultural institutions, and by offering in-depth business development workshops for creative entrepreneurs who seek to expand and sustain their creative practice, we sought to address needs along the entire spectrum of developing and strengthening our entire creative economy. The grant project was a major success for Taos County, the communities in which the workshops were held, and all individuals involved.

Taos Center for the Arts InterArts Internship Project Summary

From January to May 2024, 23 interns participated in the internship program with TCA and its cultural partners. The interns engaged and became autonomous in a range of activities, including live theater production, movie projection, media production, archival processes, and arts administration (donor management, communications, inventory management, website management, grant writing support).

The number of participants increased during the period beyond TCA's expectations. TCA and Taos County initially planned for 7 interns. 23 participated over the course of the program. TCA partnered with an increased number of organizations as entities are reaching out to host youth through the program. The continued effort to administer the program led to the development of structural documents that inform how the internship is promoted, how participants are trained and evaluated, how TCA staff communicates within the organization and with partners (both educational and arts & culture).

The internship program was, in part, overseen by an AmeriCorps member through the Enchanted Circle Corps. That AmeriCorps member has now been hired as a TCA staff member and his increased responsibilities allow for stronger oversight and support of the internship program. TCA and partners report increased operational capacity from intern participation and interns (participants) report fulfillment and acquisition of new skills.

Taos Arts Council & Mid-America Arts Alliance Artist Inc Express Workshop Summary

The Artist Inc Express workshops facilitated lasting connections between individuals and local and government resources. Three Artist INC Express workshops were delivered between March and May of 2024, taking place in Questa, Peñasco, and Taos. The Taos Arts Council administered the workshops and recruited participants, while Mid-America Arts Alliance facilitated the sessions and provided all workshop and marketing materials. Registration was required for the free workshops and was facilitated through an online registration system on the Mid-America Arts Alliance website. Additionally, demographics on participant's creative practices and entrepreneurship were collected.

Marketing for the sessions was multi-channeled and included targeted newsletters and boosted social media posts collaboratively engaging communities engaged with M-AAA, Taos County, New Mexico Arts,

and WESTAF. Additionally, Taos County and the Taos Arts Council coordinated in person flyering at local community locations and an advertisement in the local paper. In Questa, 23 of the 29 online registrants attended the workshop. There was a total of 29 online registrations for Peñasco with 17 attendees during the weekend. The workshop in Taos sold out through the online registration platform and there were 20 attendees during the weekend. A total of 60 individuals attended across the three workshops.

The format of the Artist Inc Express workshops allowed for ample cross-pollination amongst the groups, creating a strong network of camaraderie and future planning. The workshops facilitated collaboration and interaction amongst the aforementioned groups, weaving networks that were not previously there but will remain long after this project has concluded. Beyond the usual group work assigned for the workshop, attendees exchanged information for future collaborations, some which have already begun. As many attendees work in their local communities, a number of these collaborations may eventually contribute economically.

There were a variety of additional positive outcomes during the three workshops. Creative entrepreneurs learned practical information and strategies for building their businesses and practices. Areas of particular focus during the two days of sessions included planning, writing, marketing, and funding. More detailed statistics around the information gained by participants can be found in the included aggregate post-workshop survey report. Additionally, participants were provided with resource guides to allow them to connect with support as needed in the future. Attendees of the workshop were inspired and fulfilled by the content offered, often arriving early on the second day and staying late to bounce ideas off facilitators and network with other attendees. Leaving day two with an artist statement, short- and long-term goals list, elevator pitch and other concrete deliverables, the participants had a clear vision of how to move forward with their individual pursuits, talents and dreams.

The workshops were supported by collaborative efforts between Taos County, the Taos Arts Council, and the Taos Chamber of Commerce. In early June, these organizations worked together to host a networking event for all of the creatives who attended the workshops during the spring. Over 75 artists and community members attended. The workshops were also a space for attendees to learn about local resources and their offerings, most ones they were previously unaware of, including a number of local nonprofits and economic development groups: the Taos Chamber of Commerce, the Questa Economic Development Fund, the Questa Creative Council, High Road Artisans, the Red River Chamber of Commerce, Peñasco Valley Historical Preservation Society, Art for the Heart in Peñasco, Taos Pueblo, Taos County Economic Development, and the Taos Arts Council were all major players in spreading information and attending the workshops for support and contact.

Outreach and marketing included coordination with a breadth of organizations and people in Taos County arts and development, including: UNM Taos, Amalia tourist website, Rio Costilla Art Tour, New Mexico Tourism Department, IAIA, Red River Chamber of Commerce, Taos Ski Valley Chamber of Commerce, KTAO, The Morning Show with Howie Roemer, New Mexico True, the New Mexico Tourism Department, Mayor Pascual Maestas, the PASEO Project, Oo-Oo-Nah Arts and Cultural Center, LOR Foundation, Taos Pueblo, Taos News, and the Questa Del Rio News.

A particular highlight to the series included feedback from community member, Cynthia Arundhati, who chose to attend both the Questa and Taos workshops. When asked if she found it beneficial to attend twice, she shared that she learned new strategies in both workshops.

Project Locations

All grant-related activities took place in Taos County.

The TCA InterArts Internship program took place at the Taos Center for the Arts, Wildflower Playhouse, Couse Sharp Historic Site, Taos Art Museum at Fechin House, SOMOS, and UNM-Taos HIVE.

The Artist Inc Express workshops were held in Questa (March 2-3), Peñasco (April 27-28) and Taos (May 17-18). The attached, aggregated Artist Inc Express workshop evaluation pinpoints where each participant resides.

A mixer and celebration event was hosted by the Taos County Chamber of Commerce and held on June 6 at the Taos Center for the Arts Encore Gallery to recognize the workshop attendees and introduce them to the broader Chamber of Commerce membership.

Community, Stakeholder and Industry Participation

TCA InterArts Internship Program: TCA is receiving extremely positive feedback from participants, partners, and the community about this program. Existing mentorship and work learning programs at Vista Grande High School, Taos High School, Taos Academy, and NM Workforce Solutions feed directly into the InterArts program. This is beneficial in two ways: there are exciting work-learning placement opportunities for youth and young adults, and arts and culture organizations are able to expand their capacity.

Participating partners, such as Wildflower Playhouse, Couse Sharp Historic Site, Taos Art Museum received the opportunity to engage with youth community members with excitement and administered opportunities directly.

TCA members and stakeholders are responsive to communications about the internship program. We receive regular feedback when communications (ex. Newsletter, social media) focus on the work done by the youth. The community at large is also recommending the program to teens, and the word-of-mouth effect has led the program to have participation beyond expectations.

Artist Inc Express Workshops: Entrepreneurs were able to connect with one another as well as with resources within their community. Annie Furie, a participant in the Peñasco workshop, reached out to be connected with SBDC for support in establishing a new art business in Taos. David Mapes, a participant at the Taos workshop, has recently started an online storefront for artisan crafts made in Taos. During the workshop, he shared that he was looking to incorporate new artists in Taos into his online art business and made connections with various artists. Nina Cammer, a participant in the Peñasco workshop, has organized a meetup for creatives at World Cup Cafe in Taos. The first iteration took place on June 9th and it is proposed to be an ongoing meetup that will foster skill shares, volunteer opportunities, and creative space. The information has been shared between the participants of all the sessions. M-AAA staff also invited a financial advisor who is based in New Mexico and works exclusively with artists to the workshop. The advisor made contacts with several artists who were interested in deepening their financial acumen.

Workshop attendees were asked to self-select their creative/artistic media, which would be considered their 'industry participation'. According to the aggregated evaluation, of the 59 workshop attendees, their industries included: Crafts (24.4%), Design Arts (7.3%), Folk (6.1%), Interdisciplinary (7.3%), Literature (3.7%), Music (7.3%), Photography (4.9%), and Visual Arts (39%).

Anticipated Job Creation

TCA InterArts Internship Program: Three of the internship participants have been hired as TCA staff. One youth was also supported in applying for a position with the 100% Community Initiative, which she was hired for. **This has resulted in 4 new jobs created.** Many of the participants will move on to other locations for studies or other job opportunities and **TCA anticipates maintaining one to two positions** that will be filled on an ongoing basis with graduating internship participants.

Artist Inc Express Workshops: Job creation through grant spending was created first hand with the hiring of caterers, Uber drivers, venue support and workshop staffing. Future job creation between participants is likely as most were excited to collaborate on future projects, shows, or events, many of which culminated through talks at the workshops.

Economic Contributions

The stability of the InterArts internship program has led to increased and leveraged funding opportunities for it.

Overall economic contributions of the workshops include investment in local businesses including catering, transportation, venue, marketing and venue rentals. Planners were careful to utilize local and family-owned resources whenever possible. Advertising in local newspapers Taos News and Questa del Rio contributed economically to local press. Of the attendees, we know that **two** have already filed for **new business licenses** in Taos County.

Local businesses that were supported via the Artist Inc Express workshops include: a local women-owned ride-share business, La Jicarita Harvest, Questa's Mi Tias, Questa's El Monte Carlo, Living World Ministries, Peñasco Community Center, and the marketing and advertising channels used to promote the opportunity.

Results of Deliverables

Taos County sub-contracted the grant into three contracts, each with specific deliverables. Those contracts were distributed as follows:

Taos Center for the Arts: Delivery of the InterArts Internship Program

Mid-America Arts Alliance: Delivery of the Artist Inc Express Workshops

Taos Arts Council: Project Administration and execution of the Artist Inc Express Workshops.

Taos Center for the Arts InterArts Internship Program

- A. Finalized work plan and schedule provided by TCA

- B. Coordination and oversight with TCA for program delivery
 - C. Execution of work plan and schedule by TCA
 - D. Evaluation and reporting to Taos County/NMEDD
1. *TCA will administer the internship program, including identification, hiring, and placement of intern candidates, intern payments and wage documents, and ongoing supervision of interns.* Completed.
 2. *TCA will utilize an accessible application process that is based on connecting to young people through programs that are already serving them in seeking education, support, and learning opportunities.* Interns were recruited through peer-to-peer word of mouth and through recommendations from educators, school administrators, school day mentorship programs (Flex Fridays at Taos HS, Friday programs at VGHS), NM Workforce solutions.
 3. *TCA will connect with and establish intern opportunities with partner nonprofit cultural organizations in Taos County.* Completed.
 4. *TCA will be the primary point of contact between interns and partner nonprofit organizations throughout Taos County.* Completed.
 5. *TCA will act as the core partner, overseeing the distribution of hours, activities and opportunities for interns across partnering entities.* Completed.
 6. *TCA will provide structure for partners and direct technical training for participants, who will have opportunities at TCA.* TCA found that initial orientation and training at TCA followed by introduction to partnering organization works well with organizations who do not currently have an established internship program. This allows for flexibility for participants to work at multiple sites throughout the week. TCA also found that partnering organizations with pathways or connections to youth are able to benefit from the program through administrative and coordination support from TCA and wage support from the program.
 7. *TCA will collaborate with education, job training, and support entities to ensure a robust professional development experience for youth interns.* Completed. And this is an area with great potential for the program!
 8. *TCA will deliver internships with the following structure, based on prior experience and expertise: 1 - 6month internships, 10-20 hours per week, at \$16/hr for up to 7 interns during the contract period. Internship experiences can be tailored to accommodate work, school and family responsibilities. Schedule of internship experience: Month 1: acceptance and schedule outlined for first cohort of participants Month 2 - 6: ongoing administration and assessment of program.* From January 2024 to May 2024, **23 interns** participated in the internship program with TCA. TCA oversaw the scheduling of the program, tailoring for each participant's interest a relevant schedule: interns were invited to engage on specific events and tasks (ex. Carsyn, a talented designer, was invited to create animations for the social media and the big screen while learning about brand identity) and to join larger group settings on Wednesdays and Fridays to work as a team (ex. learning about Couse Sharp Historic Site preservation practices or participating in a basket weaving workshop taught by an artist exhibiting at the Stables Gallery). The Wildflower Playhouse oversaw the management of the two interns who worked solely with them. All TCA staff engaged in the coordination of the program. Chelsea Reidy and Mark Totte were the points of contact for the youth. Other team members engaged with interns when directly teaching and working as a team with participants.

9. *TCA will conduct a pre- and post-internship survey to each intern to evaluate the program impacts for interns; and will provide summary findings to Taos County.* This was completed in an informal manner. TCA continues to work to develop administrative structures to collect and track progress. Testimonials provided below.

Taos Arts Council (TAC) & Mid-America Arts Alliance Artist Inc Express Workshops

1. *Grant Administration* - Grant administration was handled successfully by the TAC and included an approved and executed work plan, schedule, periodic teleconference meetings with Jessica Stern, consistent reporting and the completion of a final report.
2. *Project Staffing* - Project staffing was handled successfully by the TAC in contracting a Project Coordinator within Taos County, who was then hired and supervised by the TAC. Six individuals applied, and Lindsey Rae Gjording was hired on a part-time contract basis, and was the primary point person between Taos County, the Taos Arts Council and Mid-America Arts Alliance to deliver the Artist Inc Express workshops.
3. *Creative Entrepreneur Workshops* - The Creative Entrepreneur Workshops were successfully planned and completed, to the delight of attendees. Evaluations and reporting from Artist Inc Express was successfully received.

Equitable Access Stipends: Accessibility was one of the most important aspects of these workshops. To ensure absolutely everyone would have access to these workshops, we offered financial support to cover any costs that might be incurred along the way. Participants who wanted gas reimbursement filled out a stipend request form during or after the workshop, which was then submitted to accounting for processing and reimbursement.

Stipends were paid to those who required assistance with childcare, elder care, transportation or any other related expense. Of the three workshops combined, all 9 stipends requested were for gas reimbursement. Each was paid out in full. Registrants from Taos who traveled to Peñasco and Questa for the workshops were pleased for assistance on gas costs, which were sizable for that distance. This process went very smoothly, with all stipend requests fulfilled. The form helped keep track of necessary information and the flow between project coordinator and accountant allowed a smooth and quick payout.

Testimonials

TCA InterArts Internship Program

Isabella - I started at the TCA at the end of my junior year hoping for something new. I instantly got to learn about the technology that keeps the theater running. This is how many of the interns start. Over the last year, I have showed 75+ films to our community. And also trained other interns on the art of projection and theater operations. Overtime, I started helping out on the administrative side. I got to start my own personalized projects, and tasks. I started using an online database, promoted all events on various external calendars, ideation and creation of social media content, and much more. This taught me how to work in an office setting and communicate with my colleagues. It is now the end of my senior year, and I got promoted to be on TCA staff. This job has given me more than just learning new things. It opened many opportunities for me, such as becoming an Intern at Taos Art Museum, a part time job with 100% Taos County Initiative. What once felt like just a simple internship turned into a job that made me feel very accomplished, involved with my community, and content. Not only that, I've made some new friends.

Carsyn - I got started by learning how to work the projector for movies, how to do lighting design, and how to use a soundboard. TCA then took my interests into consideration and began incorporating it into the work that I do. I now have made a few animations to help with social media promotions. These videos are then played on the TCA big screen before the movie starts and it is just amazing to be able to see my own animations displayed at such a large size. I have also gotten into helping with graphic design and making informational posters for events and movie screenings. It was challenging at first with learning all of the aspects of branding and staying consistent with it, but the work has really helped me understand what it is like to do graphic design as a full on career. That has only made me more passionate about it than I was before. The TCA has also provided me with other ways to showcase my art such as having my own spot for the Members Open Exhibit they had at the beginning of this year. As part of this internship, I also get the opportunity to work with the Taos Art Museum, helping preserve and archive local historical media. The amount of community involvement I have gotten to have with internship makes me feel accomplished in capabilities and in the 6 months I have been working here have been one of the best experiences of my life.

Ronaldo - Something they haven't said yet is that we get to change lights on the catwalk and set up light trees for different types of shows. I like food. So maybe that's why Chelsea steered me in the direction of concession. But I have learned how to run a cash register in our box office selling tickets, and as time went on, I got promoted to oversee the concession program. I track and manage our inventory and supplies. And after I'm done putting everything on my spreadsheet I go to my co-worker David and I tell him what we need to order and I also look at prices of things we buy and see where it would be at a lower cost and tell him where to get things.

Rozz - So, I'd like to be a writer. At TCA I've been able to further my interest in writing while building tons of other skills. I've learned so much about technical writing, and professional communication as a whole, as well as learning my place in a work environment. It's been a challenge to learn to work on multiple different things at once, but it is very rewarding to finish a project, and see the impact it has. As Isabella and Carsyn mentioned, I've also been able to go to the Couse Sharp Historic site and work in the

Lunder research center with Marissa, so I've gotten to dip my toes into the historic side of the arts as well. At TCA, I've learned just how valuable every intern and job is here, every effort is necessary for success. Taos, as unique as it is, has allowed our workplace to be very inviting and chill, but also very detail oriented. I've gotten more opportunities at the TCA in the past 4 months than at any other job I've ever worked.

Mid-America Arts Alliance "Artist Inc Express" Workshops

"Information was useful and it caused me to spend time thinking about topics that I have set aside but needed to be moved "to the front burner"

"I appreciated the workshop, the info, and the resources. I am not likely to use all the info right away as I am at the beginning stages, but likely to use this info little by little as I need."

"Pragmatic + useful! Organized + supportive!"

"This is a great resource for anyone looking to turn their art into a business."

"I found the workshop helpful in identifying what I need to do next, and focusing my attention on actionable steps to take to move forward. Also, being new to the area, I really enjoyed networking with local artist and the insight that they gave me. I'm hoping that it will spark future collaborations and studio tours."

"The workshop was very informative for any artist- even if they are currently successful there were so many great tips and reminders for how to improve in the art business world."

"As I consider myself a new artist, I would like to attend other Artist INC Express workshops in the future held in Taos, or I would travel to Santa Fe and/or Albuquerque, as I felt the experience was so worth my time and I gained new knowledge for my art business (which is at the development stage) that I feel capable of applying in real life. It was a truly positive and worthwhile experience for me."

"All of the excellent peer facilitators spoke to all the individuals in the room from novice to working on it to experienced and looking for more skills and tweaking the part of their practices to a more efficient and effective level. Not an easy task for sure! The overall energetic of the experience was informative, supportive, curious, encouraging and positive."

Photos & Media

ARE YOU WONDERING HOW TO MAKE YOUR ART INTO A BUSINESS?

REGISTER at the link in our bio!

Attend a free, two-day skills development workshop for creatives in QUESTA, PEÑASCO or TAOS!

Artist INC Express helps creatives, artists and makers develop a thriving and enduring "art as a business" practice, including personal branding and building a strong business foundation.

- ✓ Open to artists & makers of all disciplines
- ✓ Transportation, Lodging, Elder & Child Care Stipends Available

Register at the link in our bio, or by visiting:

Social Media Square

New opportunities for Taos County artist community will help fuel the creative economy

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QUESTA
3/2 11am-4pm & 3/3 noon - 5pm

PEÑASCO
4/27 11am-4pm & 4/28 noon - 5pm

TAOS
5/18 11am-4pm & 5/19 noon - 5pm

QUESTA 3/2 11am-4pm & 3/3 noon-5pm
PEÑASCO 4/27 11am-4pm & 4/28 noon-5pm
TAOS 5/18 11am-4pm & 5/19 noon-5pm

TAOS ARTS COUNCIL ARTIST INC EXPRESS WORKSHOPS
QUESTA 3/2 11am-4pm & 3/3 noon-5pm
PEÑASCO 4/27 11am-4pm & 4/28 noon-5pm
TAOS 5/18 11am-4pm & 5/19 noon-5pm

Editorial in the Taos News

Free Creative Business Workshops from March through May

By STAFF WRITERS

Three creative business development workshops will be held in Questa, Peñasco, and Taos between March and May, sponsored by a recent grant awarded to Taos County.

Taos County was among 19 recipients of the inaugural Creative Industries grant award, funded by the New Mexico Economic Development Department. The grant flows from House Bill A, passed during the 2023 Legislature, that establishes the Creative Industries Division as part of the Economic Development Department.

The newly announced grants will catalyze local communities and tribes to stimulate advancement or economic development through creative industries. A total of \$1.9 million was awarded.

Taos County's project is a two-pronged program that will expand upon and continue a youth internship program currently underway at the Taos Center for the Arts (TCA) that places young people in paid internships with arts and cultural organizations.

The second part of the project will offer three in-person, one-day business development workshops across the county for artists, makers, and creative entrepreneurs. The Taos Arts Council will administer the various projects within the grant, through their newly hired grant coordinator, Lindsey Rae Gooding. Taos County and the Taos Arts Council are working with the Mid-America Arts Alliance (MAAA) through their Artist Inc. Express program to deliver the free, creative-entrepreneur training workshops.

Creatives of all types – both new and those established in their careers – are invited to attend the workshops, which help with both personal branding and building business foundations for art and creative endeavors.

Free catered lunch on both days will be provided, along with stipend money to cover transportation, accommodation, childcare and elder care costs that may be incurred in order to attend the workshops.

The workshop dates are as follows:

- Questa workshop on March 2-3
- Peñasco workshop on April 27-28
- Taos workshop on May 18-19

Additional information and registration for all workshops is available at <http://taosarts.org/artistincexpress>.

The Chamber of Commerce will be an important partner in cultivating and supporting the creative entrepreneurs who are working to build relationships with the broader business community.

Taos County is committed to equitable access to the creative business development workshops, and has dedicated funds in the grant budget for transportation, accommodation, child and/or elder care, and other needs that may arise that would otherwise prohibit individuals from participating and advancing their creative practices.

The two project pieces will offer a continuum of direct workforce development opportunities that build the capacity of the County's cultural institutions for the long-term, helping create a trained and sustainable workforce to enhance the fabric of its creative community. The workshops are specifically designed to serve artists and creative entrepreneurs from across disciplines and all points in their career trajectories.

This opportunity will also allow Taos County and partners to explore the long-term viability of establishing its own creative-entrepreneur program that could be led and operated locally, with revenue-generating opportunities for local partners.

This initial grant funding is a unique moment to provide high-quality training for local businesses and the County's own education as service providers to entrepreneurial and workforce development programs such as these for the foreseeable future. Please email stuart@taosarts.org for additional information.

and in his free time, he enjoys visiting with his elders as they play music together at Raffy's Jam Session on Thursdays. Additionally, Dedrick is committed to helping his grandma Maxine who lost her husband Fred in 2018.

"Dedrick is my mom's right-hand

Saint Anthony's Catholic Church Hosting Fundraiser

Editorial in the Questa del Rio News



Questa Artist Inc Express Workshop



Peñasco Artist Inc Express Workshop



Taos Artist Inc Express Workshop

Additional Attachments

- Taos County AIX Post-Workshops Survey of all Three Workshops
- TCA InterArts Internship

Post-Workshop Survey | Taos County Artist INC Express Workshops Spring 2024

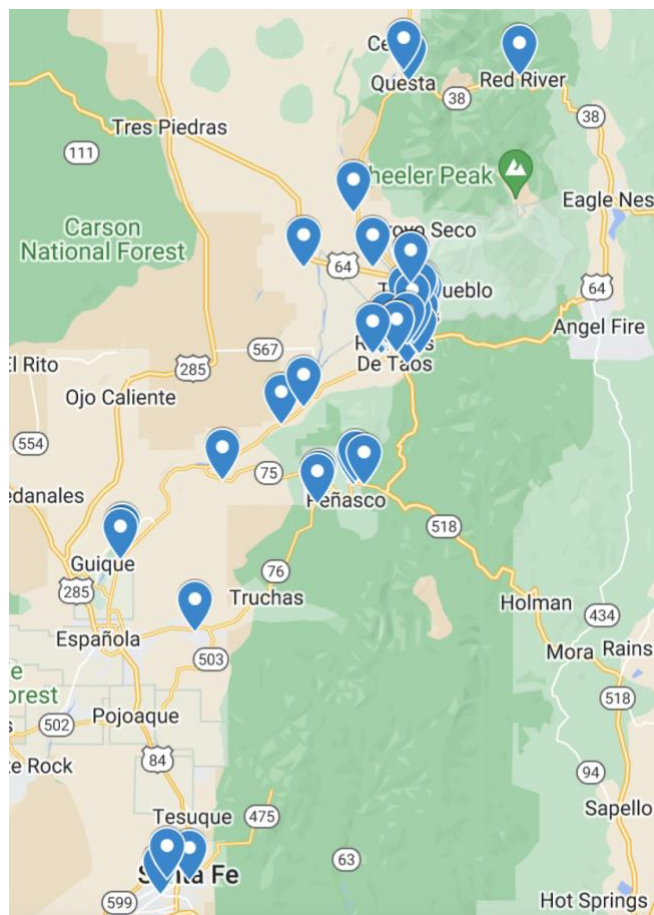
Artist INC Express was offered in person in three different Taos County communities in partnership with the Taos County Arts Council and Taos County Economic Development during the spring of 2024:

- Questa: March 2-3, 2024
- Peñasco: April 27-28, 2024
- Taos: May 18-19, 2024

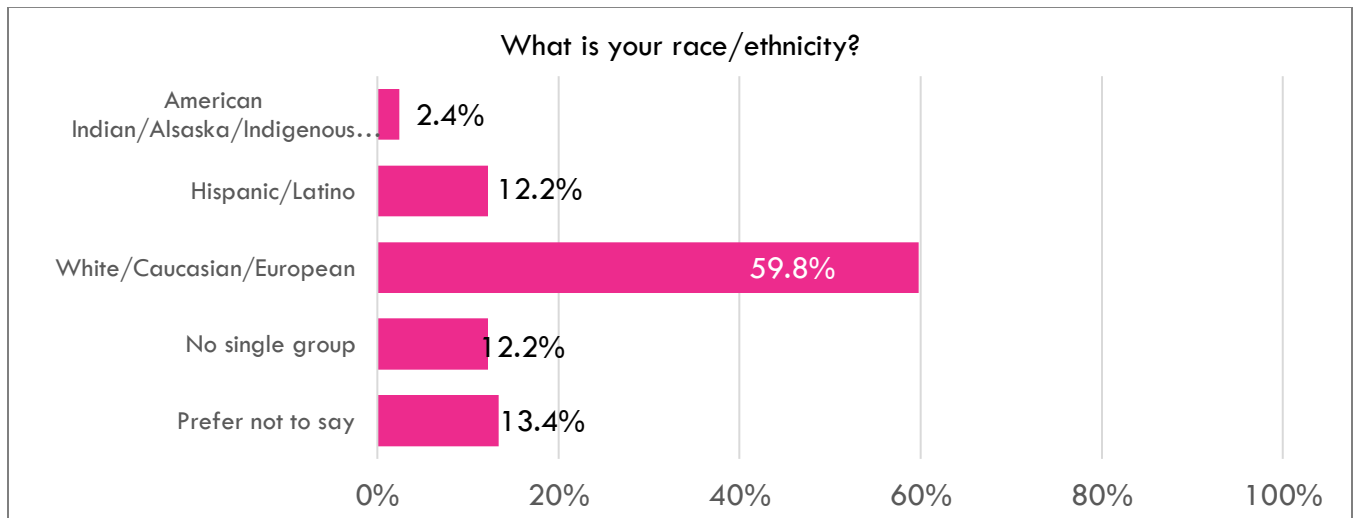
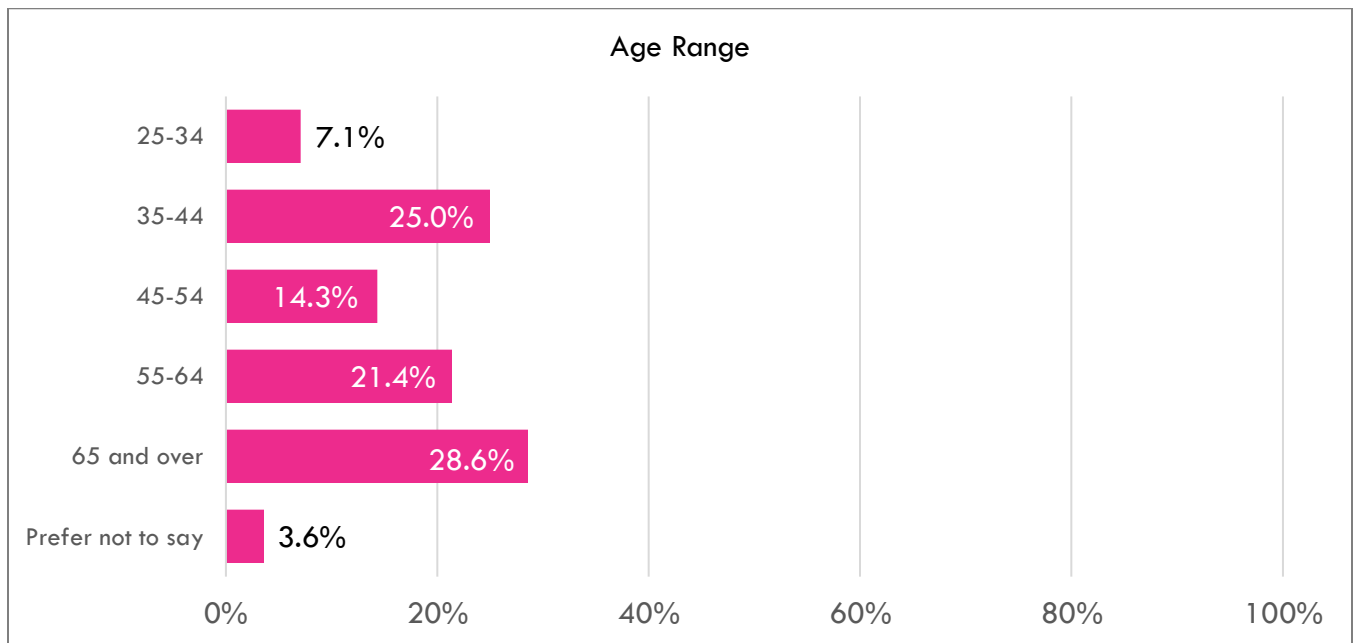
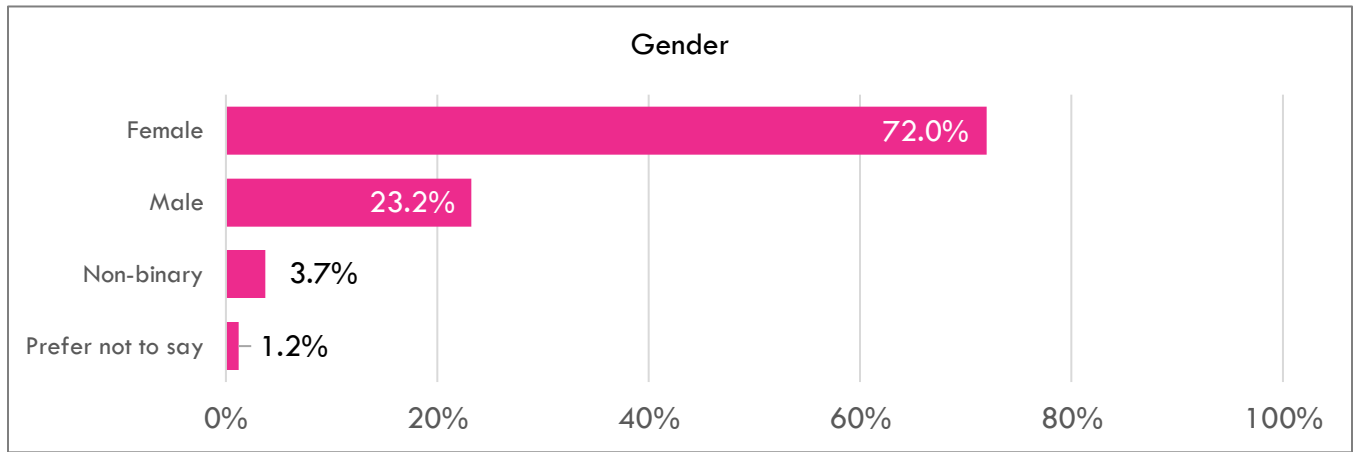
The post-workshop survey was administered electronically immediately following each of the workshops. Thirty-seven of the 64 participating artists completed the post-seminar survey. Results of this post-workshop survey are detailed below.

- Registered: 82
- Attended: 64 (78.0% of registered)
- Survey Respondents: 37 (57.8% of attendees)

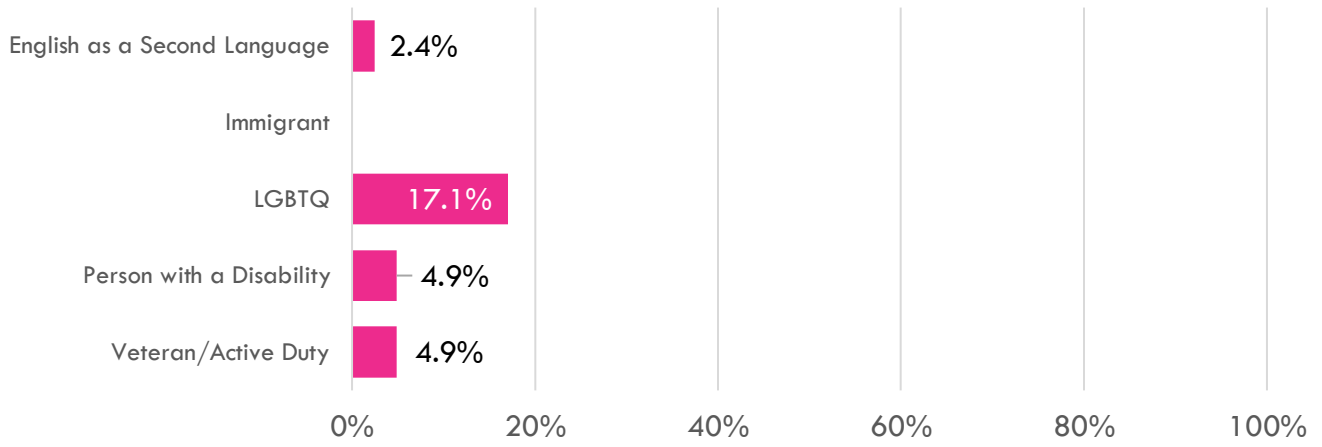
Registrants' Locations | [Click here for interactive version of map](#)



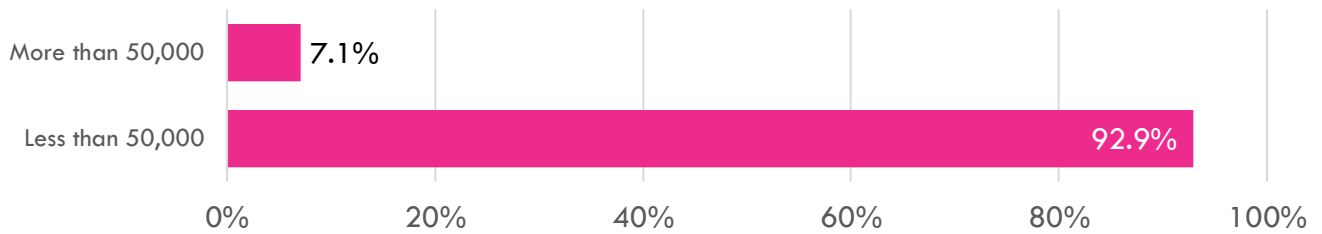
Registrants' Demographics



Other Identifiers

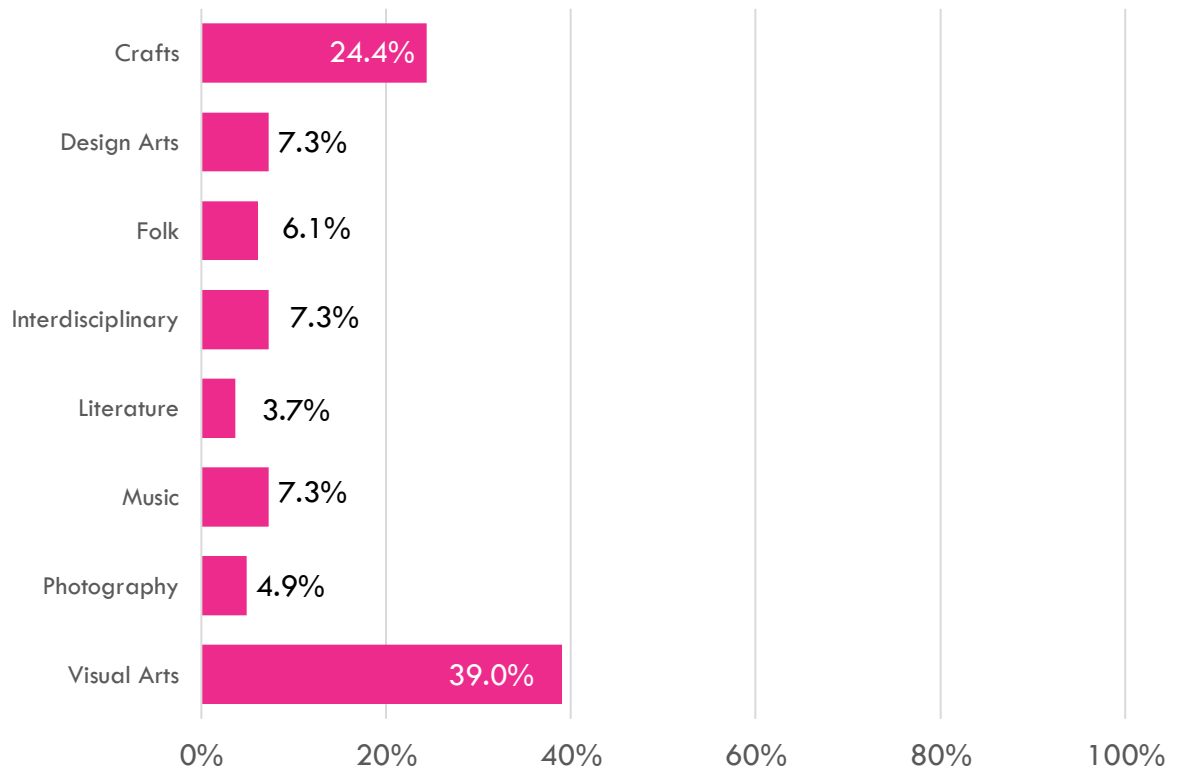


Population where you live

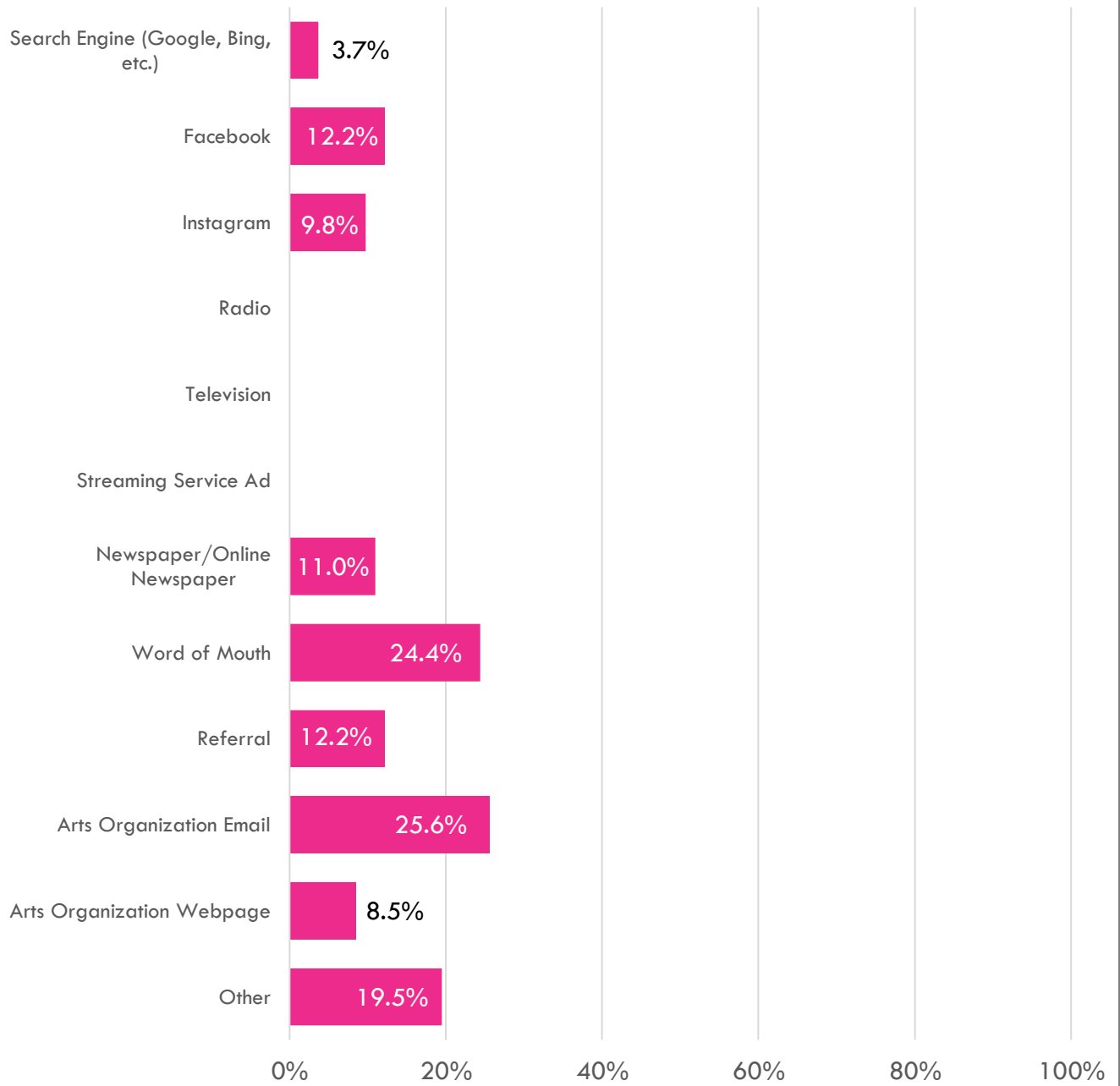


What is your primary artistic discipline?

(Choose one item from the dropdown list that best describes your main art form.)



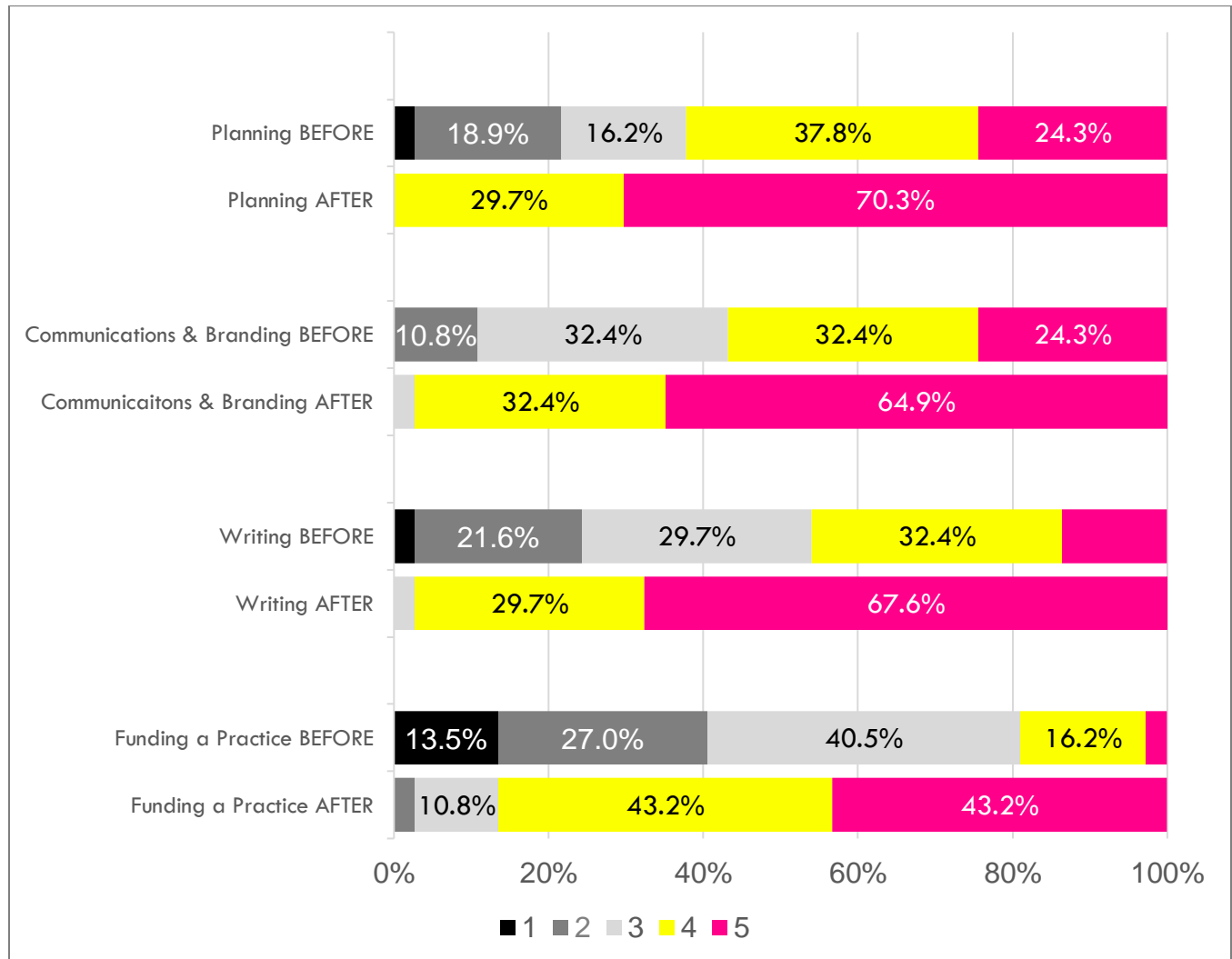
How did you hear about us?
(Check all that apply.)



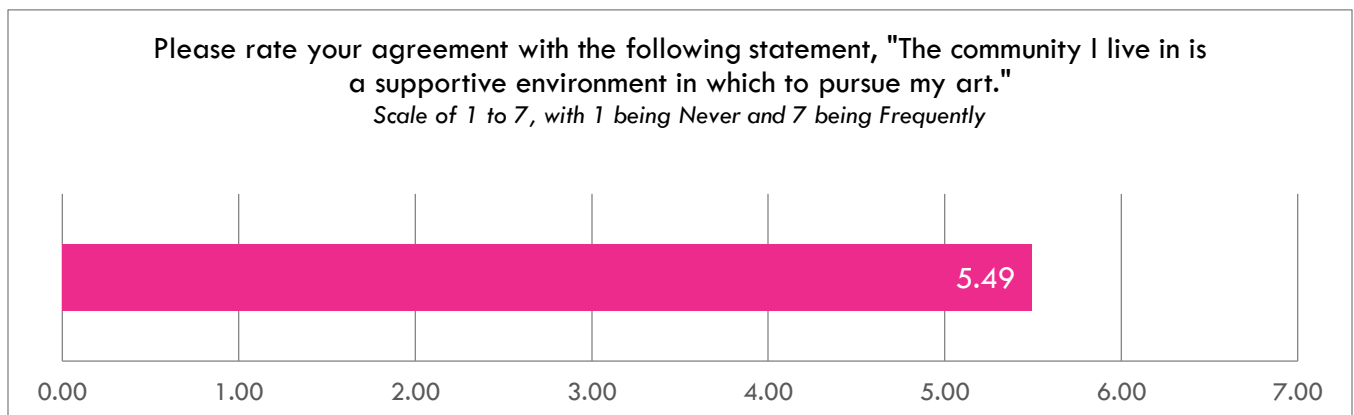
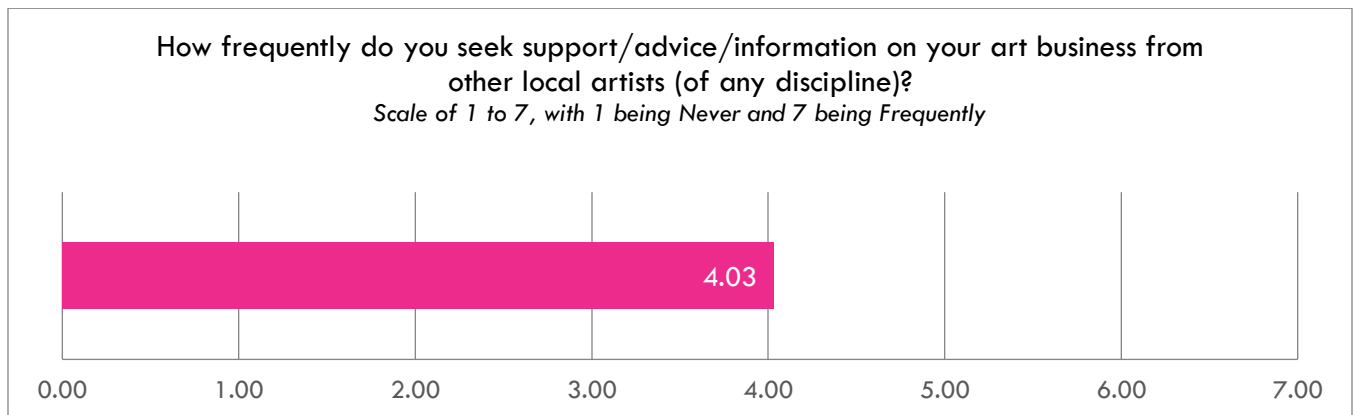
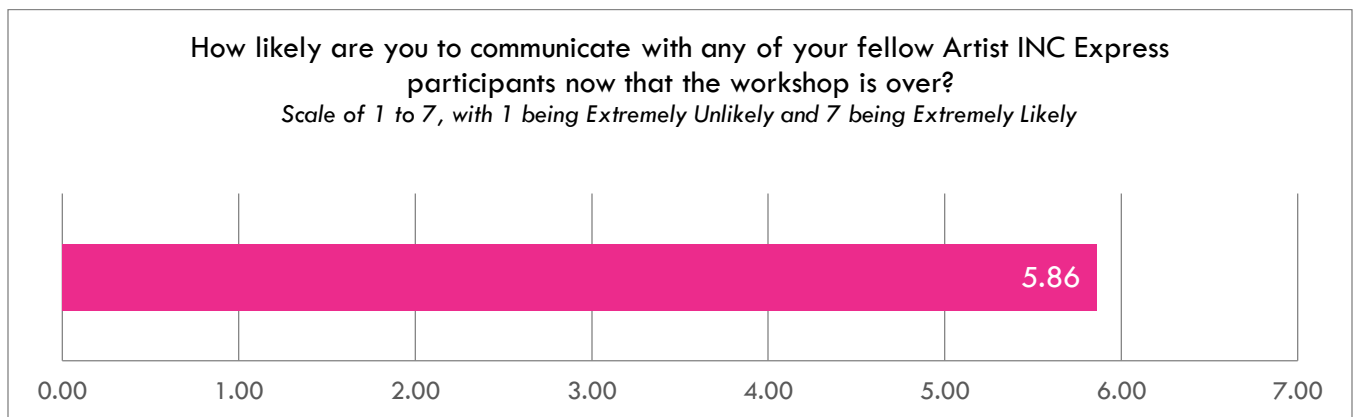
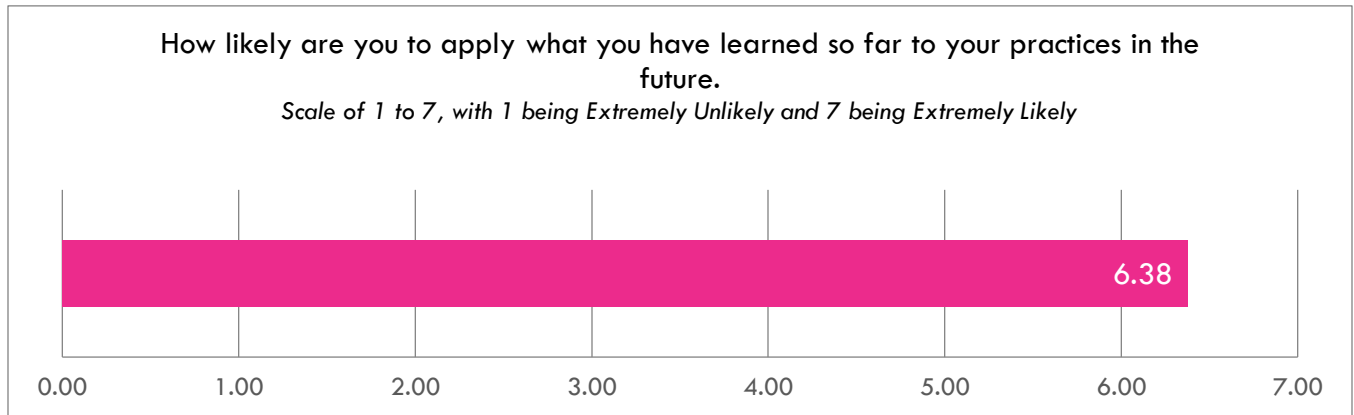
Topical Knowledge Level Before and After Artist INC Express

Artist INC Express participants have noted significant knowledge gains in each of the functional areas covered in the workshop. Applicants were asked to rate their knowledge upon entrance and exit of the workshop in each of the functional areas on the following scale:

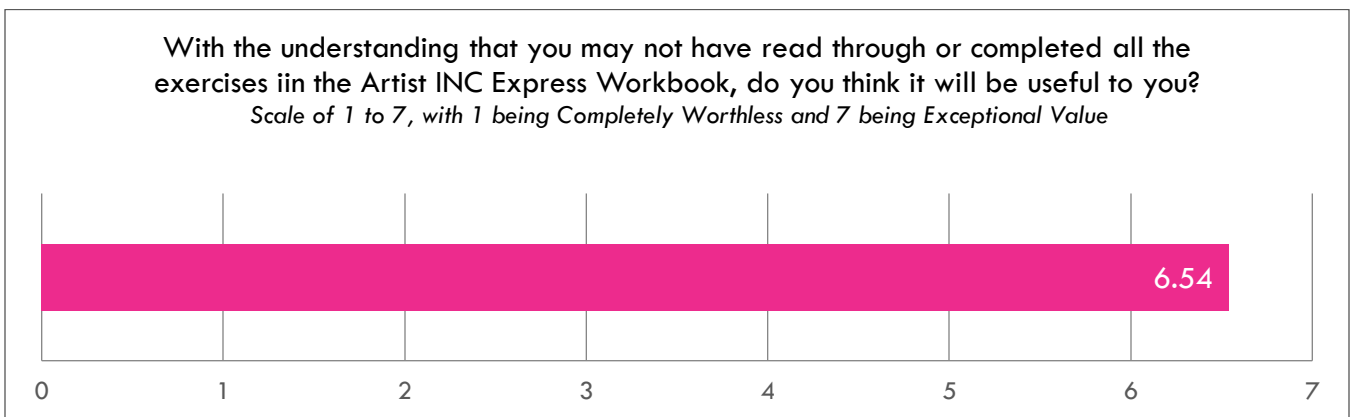
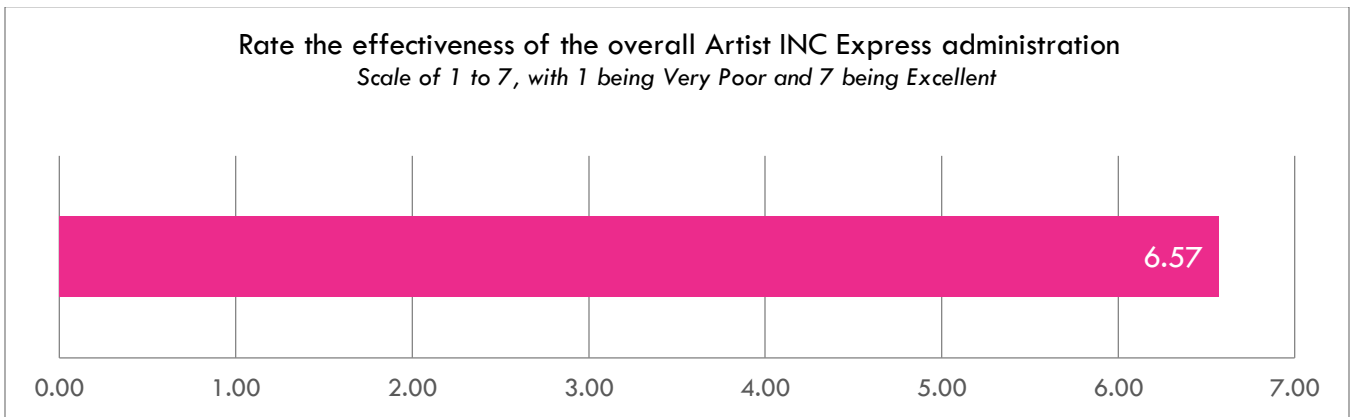
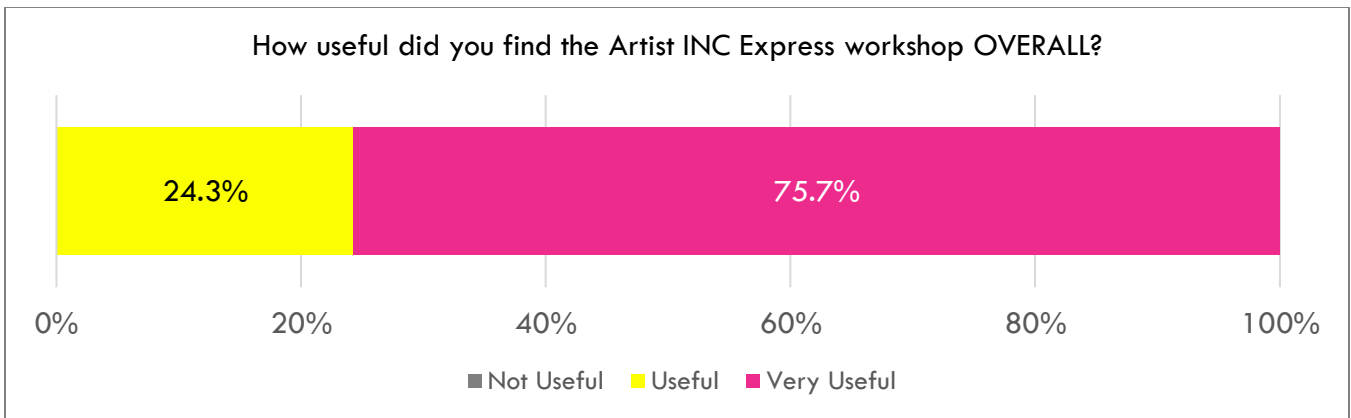
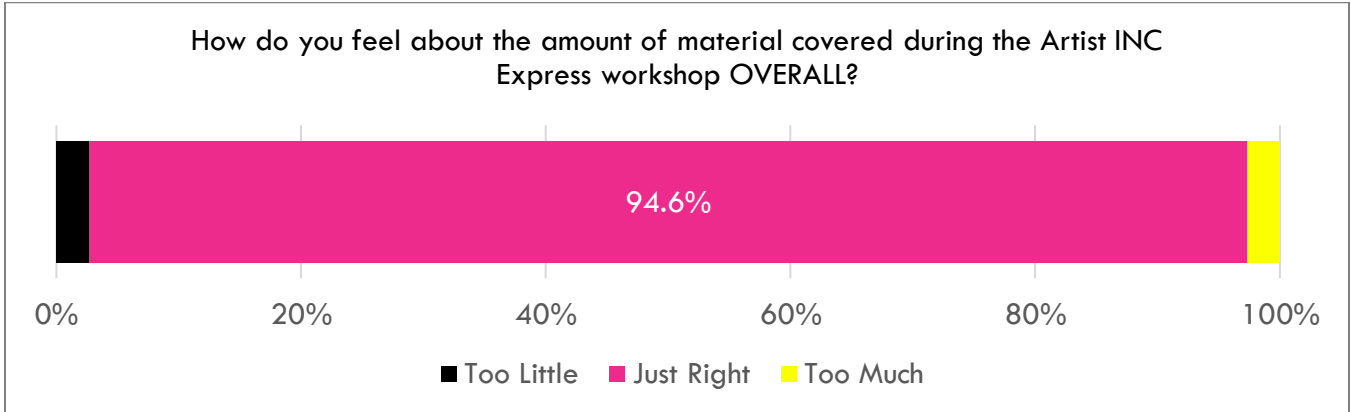
1. No knowledge of topic
2. Have heard about the topic, but know little about what it means
3. Can define the concepts in the topic
4. Can understand the basic terminology and concepts, can identify the steps to take to apply them
5. Can understand and apply the concepts in my art business



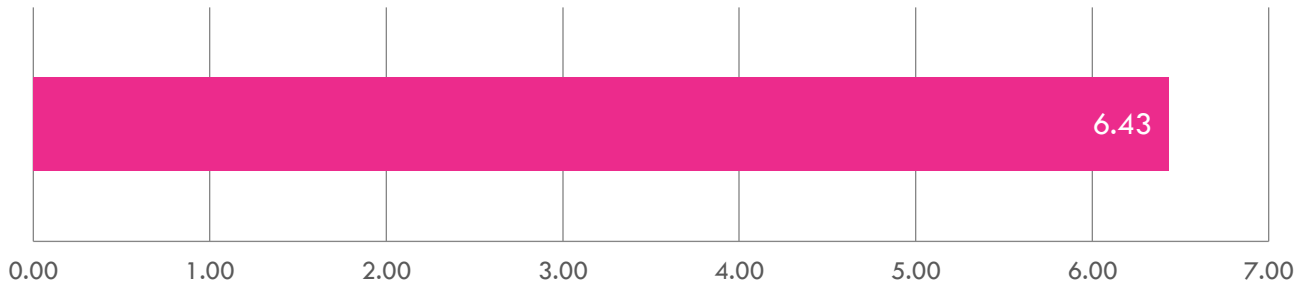
Experiences, Application and Attitudes



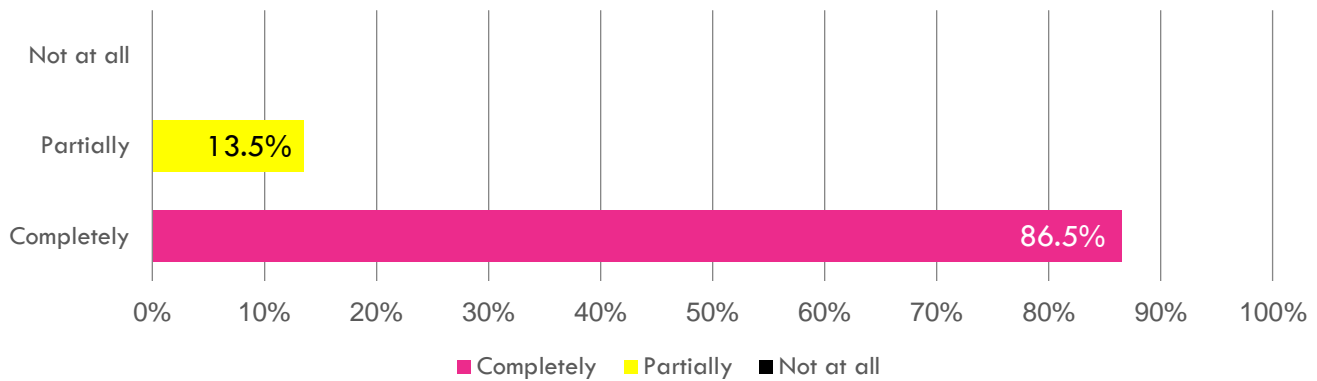
Artist INC Express Overall



The training provided in Artist INC Express was practical for my situation.
Scale of 1 to 7, with 1 being Strongly Disagree and 7 being Strongly Agree



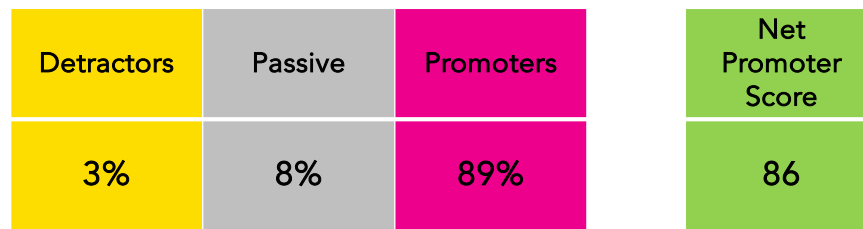
Did the Artist INC Express workshop meet your expectations?



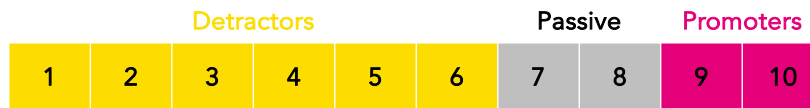
If you answered, "Partially or "Not At All," please explain.

- and more!
- Exceeded my expectations
- For non-fine art or some sort of discipline not in the grant writing sphere - business funding/loans/budgeting would be nice. Where can I, as an artist, find someone to invest in my biz...
- I feel like the weekend was more geared towards painters and visual artists. Having writing as my discipline, I found the application a little difficult, as not very many of the topics were overly relevant to my art form.
- I was hoping to hear more about current social media expectations and or applications and industry conversations happening around AI. But that was probably a little too specific. :-)
- My expectations for more marketing help were probably unrealistic for the short workshop.
- The format was a bit unhelpful. Rather than 5 hours for two days in a row in a windowless bleak building, a condensed program for three hours on each day would have been more effective.

How likely are you to recommend the Artist INC Express workshop to prospective artists?



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$



n = 37/64

Scale: 1 = Not at all likely, 10 = Very likely

Why or why not?

- All of the excellent peer facilitators spoke to all the individuals in the room from novice to working on it to experienced and looking for more skills and tweaking the part of their practices to a more efficient and effective level. Not an easy task for sure! The overall energetic of the experience was informative, supportive, curious, encouraging and positive. As a former top fashion model in a very tough and competitive business, I taught beginning model classes to novices in my agency. (for free) I did this because as a novice I learned the hard way and still succeeded. This workshop was a payback in some ways. In Modeling I had a 16 year career and with the agency's support I refreshed myself in the business at least 10 times. So I know about effective self promotion. This is a slightly different "field". In fashion my portfolio and being genuine were the most effective. This "field" includes press and different criteria which were provides from experienced practitioners and greatly added to my experiential knowledge.
- As a previous gallery owner I wish more artists were prepared in the ways the workshop suggests and helped with.
- Availability in our area is rare.
- Because a lot of this info people need. simply.
- Connection, support, critique, thoughts and ideas are such an incredible gift for an artist and Artist Inc Express brought all this to the table
- Excellent concept in person dialogue and support
- Fun free creative helpful skills to be prepared with
- get's one thinking about the right things and teaches that you are not alone
- Great motivation - inspiring to get in that space
- I found the workshop helpful in identifying what I need to do next, and focusing my attention on actionable steps to take to move forward. Also, being new to the area, I really enjoyed networking with local artist and the insight that they gave me. I'm hoping that it will spark future collaborations and studio tours.
- Information was useful and it caused me to spend time thinking about topics that I have set aside but needed to be moved "to the front burner"

- It is very helpful
- it provided the tools to market myself professionally + relatably
- It was organized and informative
- It was realistic and addressed solutions to practical issues
- It was so valuable to me, I have already recommended it to others
- Mind expanding
- Pragmatic + useful! Organized + supportive!
- So appreciate the kindness, generosity, wisdom, insight and practical art practices support skill building. Blessings be.
- The information in this workshop is applicable to any artist to raise their own bar even in areas they may have thought they had full knowledge. You don't know what you don't know!
- The networking aspect was enough for me to recommend to any artist.
- The presenters were excellent: experienced artists, effective communicators who presented the material understandably and provided personal anecdotes, came prepared, kept the workshop on track, worked really well together. The material was thoughtful and professional and the entire PowerPoint presentation will be available for reference.
- The workshop was very informative for any artist- even if they are currently successful there were so many great tips and reminders for how to improve in the art business world.
- To expose them to the concepts
- Very very useful. Supportive, networking, educational
- Was a well-run workshop, offered a great deal of information in a positive environment. Very well done.
- was challenging, connective, educational, positive
- Well facilitated & logically formatted, good mix of group and individual work / planning

Please share any additional comments you have about the Artist INC Express workshop.

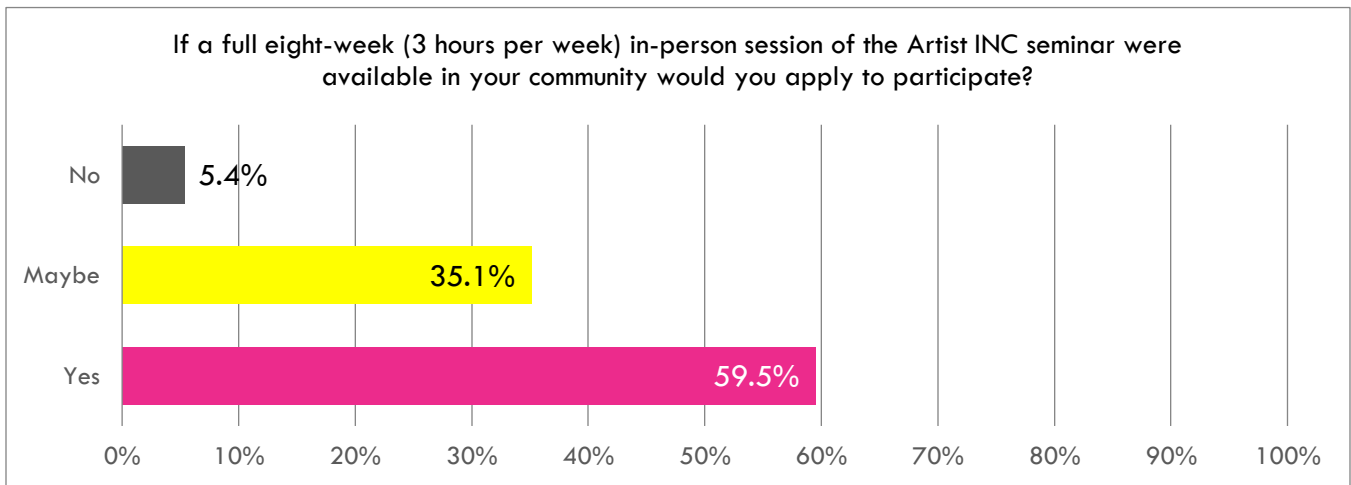
- A web option would help folks in areas you don't serve.
- Allison, Christine, & Eepi worked and presented very well together. I only wish there was a little more time.
- As I consider myself a new artist, I would like to attend other Artist INC Express workshops in the future held in Taos, or I would travel to Santa Fe and/or Albuquerque, as I felt the experience was so worth my time and I gained new knowledge for my art business (which is at the development stage) that I feel capable of applying in real life. It was a truly positive and worthwhile experience for me.
- Excellent workshop! Instructors are outstanding!
- I appreciated the workshop, the info, and the resources. I am not likely to use all the info right away as I am at the beginning stages, but likely to use this info little by little as I need.
- I believe it would have been more beneficial to have more individual work time for the prompts and less group sharing time.
- I felt like Artist Inc was a very caring, giving and open environment in which to begin speaking and writing about my visual arts practice. I appreciate all of the personal stories that were shared and find them inspiring. Thank you!
- I hope to get you back here in the future as a guest for my (coming soon) Artist Networking Group.
- I signed up for the workshop sometime in the fall of 2023 but didn't get a email about the location and other notes until less than 2 weeks before- I had the workshop on my calendar but would have loved to get the email reminder with location info and other details a little more in advance (maybe there was an email and I just didn't see it?), I wondered if it was still going to

happen and almost made other plans. But that's small potatoes:) Otherwise I truly found the workshop informative and well organized.

- I wish it was a longer, more in-depth course. Wish they taught this in art college!
- Motivating and inspirational.
- Not quite enough time to discuss concepts in groups. Very helpful for presenters to participate in the writing an artist statement for our beginners group
- Thank you (SO) much for your expertise. I'm (SO) impressed.
- Thank you for coming to Taos and sharing with us
- Thank you for making this workshop available and for FREE - much appreciated.
- Thank you so much . So much good momentum and flow posture education and willingness. Thanks for privacy care.
- Thank you so much for this wonderful opportunity ! All the best
- Thank you!
- Thank you!
- The team was very friendly, inviting and was there to help the artists with their real world artist issues. It was so inspiring to watch.
- This is a great resource for anyone looking to turn their art into a business
- very nice job moving things along. very enjoyaboe
- Working and discussion time way too short. This stuff takes time and true networking, connecting takes time to build trust and sharing, especially when introverts abound.

8 week - Depends on cost. It would be better offered over time with plenty of time to write/rewrite statements bios etc.

- Would recommend 10 out of 10. Great workshop



About Taos Center of the Arts

Taos Center for the Arts curates culturally relevant films, art exhibitions, and live performances as well as provides local, regional and internationally renowned artists, thinkers and performers space to inspire creativity and foster a thriving love for the arts.

[Instagram](#) | [Facebook](#)

[2023 TCA by Numbers Video](#)



End of the year thank you video • Phoenix (16) Chella (16)

Members Open Call for Submissions

Oscar Pass promotion video



NEA Fellowship Call for Submissions



Click to watch!

2023 Annual Report Announcement



TCA EXHIBITS **YOUNG MINDS CREATIVE HEARTS**

TAOS YOUTH ARTISTS SHOWCASE

APR 19-JUN 2
OPENING RECEPTION
FRI APR 19, 4-6PM

in the **STABLES GALLERY**

TAOS STUDENT ART SHOW

SUN APR 28 - SAT MAY 4
Gallery Hours 11am-5:30pm

OSCAR on the **BIGSCREEN** THROUGH MARCH

TAOS NOMINATED FILMS

Perfect Days	The Boy and the Heron	American Fiction	Oscar Shorts 2024	The Teachers' Lounge
Spiderman: Across the Spider-verse	Barbie	The Zone of Interest	Four Daughters	Poor Things

THE MARTIAN

FRI APR 12 @ 7PM

With pre-show talk with Plant Scientist **JACOB PEPPERSEED TORRES**

Science on Screen **(S) TCA**

TAOS CHILDREN'S THEATER presents

Robin Hood

SAT MAY 11 7PM
SUN MAY 12 1PM

48 HOUR FILM FESTIVAL

IDES OF MARCH EDITION!

Screenings and Filmmaker Meet & Greet
MON MAR 18 | 7pm

Where We Meet
conversations from New Mexico & beyond

MONDAYS 9am
KNCE 93.5fm, truetaosradio.com
available anywhere you listen to podcasts

theme: **Connections**

2023 MEMBERS OPEN Call for Submissions

Guidelines: tcaaos.org
Drop-off: Wed Feb 22, 2023

Adventures of a Young Daydreamer

Written by John Biscello & performed by the Taos Youth Ensemble

Fri Apr 14, 6pm
Sat Apr 15, 6pm
Sun Apr 16, 2pm

David Luis Leal Cortez's **SUCCESSFUL OUTLAW**

Film Screening and Director Q&A
FRI MAY 3 | 7PM

How to Tell Stories to Children Youth Theater presents

WAR & PEACE

SAT MAY 4 4PM

OPEN SCREEN SPRING 2023

SAT APR 8, 6PM

FILMMAKER MEET & GREET 7-15PM
FREE. DONATIONS WELCOME

LONE PIÑON

SUN JUN 2 | 5PM

1PM Northern New Mexico Musicology + Demonstrations @ Taos Public Library
5PM Performance on the mainstage @ TCA

Wildflower Playhouse & TCA present

STORIES FROM HOME by Yvonne Montoya/Safos Dance Theatre

WORKSHOPS & PERFORMANCE @ WILDFLOWER PLAYHOUSE APR 10-12
FINAL PERFORMANCE @ TCA SUN APR 21 6PM

AGE UP WELL @ TCA

MONDAYS + WEDNESDAYS 10AM | ENCORE GALLERY

STRENGTH | FLEXIBILITY | BALANCE | COORDINATION
info: tcaaos.org/calendar

MAD MAX: FURY ROAD

With introduction by EVA STRICKER, Assistant Professor of Biology, UNM

WED NOV 15 7PM

Science on Screen **(S) TCA**

THE BRIDE

Debut Film Screening
Featuring a live musical performance by Diatom Deli

THURS MAY 30 | 6PM

Peter Antoniou 'PSYCHIC' COMEDIAN


THURS AUG 1 7:30PM

Inter-Arts Internship Program

The Inter-Arts Internship program focuses on digital literacy and technical production for youth and young adults ages 16-30 in paid work-based learning opportunities across collaborating arts and culture organizations in Taos County.

[About for partners \(why join the network?\)](#)

[About for participants \(why get onboard?\)](#)




Inter-arts Internships

Paid work-learning opportunities across Taos arts and culture sector

Join the network of partners with TCA that host youth and young adults ages 16 - 30 in paid work-learning positions.

Why? TCA imagines a network of arts & culture orgs. that have opportunities for youth and young adults to work with us! We've secured funding from both Taos Community Foundation (\$30k) and a Creative industries Grant (with Taos County & Taos Arts Council) (\$25k).

How? Read on.



Inspiration: Recognizing that "arts" are often inherited through family norms or supported in particular school environments, we hope to open doors through working within the arts. The program addresses the disparity between the idea of Taos as an arts destination and the lack of representation of people born, raised, and educated in Taos that hold leadership and stakeholder positions at arts and culture institutions. A paid learning opportunity connected to arts will be a chance to gain digital skills, get paid, and be in proximity to art, dance, music, theater, and exhibits. It could also set someone on a path to further education, a long term paid position, or an understanding that theaters, museums, and art centers are approachable places of employment and enjoyment; both of which are essential.

Time frame: January - May 30, 2024 | **Funding:** Money to pay interns is from grant support.

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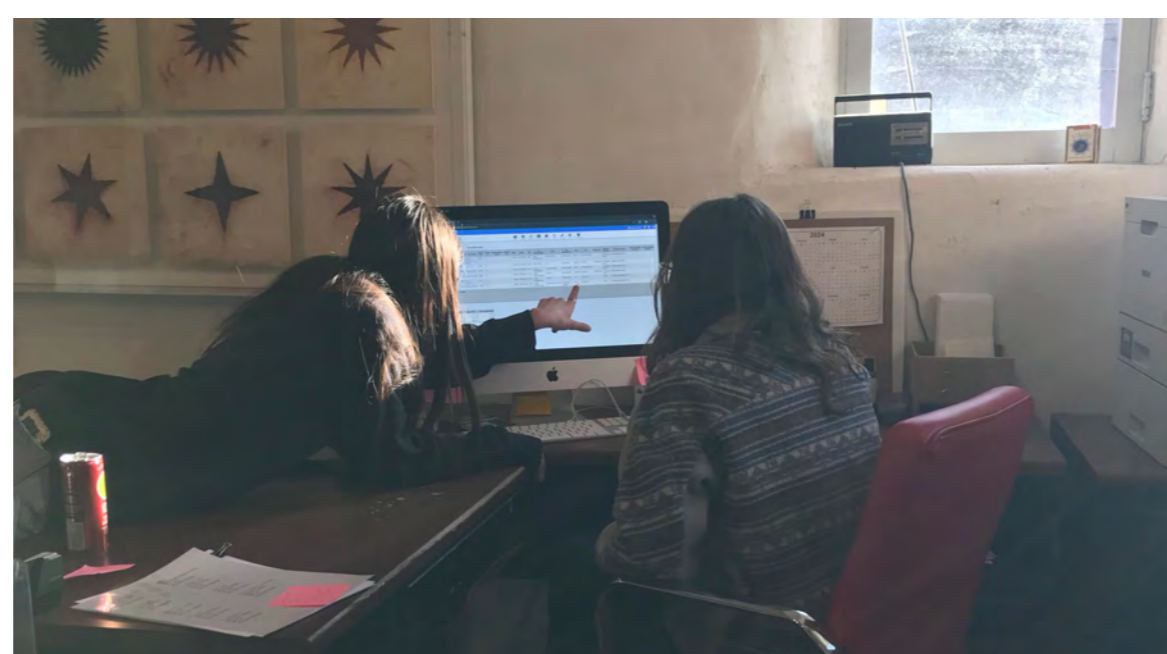
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01 Intern Skills Assessment

Training manuals and skills assessments are conducted in peer to peer environments where participants are learning by doing and by sharing their knowledge with others. Training manuals are also devised and created by program participants. For example, see [Skills Assessment spreadsheet](#) and [Cinema Operations Assessment checklist](#) as pictured below.

NAME	CINEMA OPS			AUDIO	
	Showing a movie	Testing a movie	DCP Management (ingesting, building playlists, ingesting KDMs)	PA (wired and wireless mic)	Small PA in lot (with mic and computer input)
Isabella					
Ronaldo					
Sawyer					
Phoenix					
Chella					
Carsyn					
Julia					
Rozz					
Samka					
Vicente					
Santiago					
Dulce					
Dean					
Gabby					
Sammy					
Pennv					

Cinema Testing & Showtime Assessment

This is a collaborative assessment between an observer and a technician.

Observer Name: _____

Technician Name: _____

Verbal explanation of evaluation

This evaluation is designed as a tool to help everybody involved. By nature it's a bit nerve wracking so the observer should create a sense of camaraderie with the technician, reminding them that they will be the ones administering the assessment in the future. Otherwise, the assessor should remain generally silent and out of the way unless asked a specific question or while offering assistance clues like "what else might we need to do backstage?" In the last instance, the W/A section should be marked.

The assessor should leave the curtains trimmed incorrectly, and turn a few random lights on backstage as well as turning on the air filtration system or HVAC. If they are feeling especially devious, leave articles of clothing or trash in the auditorium and prop a back door open.

Pre-Questions

- What movie is playing? What is the showtime? Is this an "OC screening? How do you find this information?
- Who is the FOH staff member? How do you find this out? When should the FOH person arrive and start their work?
- When should testing begin? Why?

Projectionists should start testing procedure 1hr and 15 minutes before showtime. It's important because it allows time for the technician to troubleshoot and address any issues.

Pre-Show

Steps to power ON cinema rack 100% correct? Y w/A N

During the test of the Feature playlist, the tech...

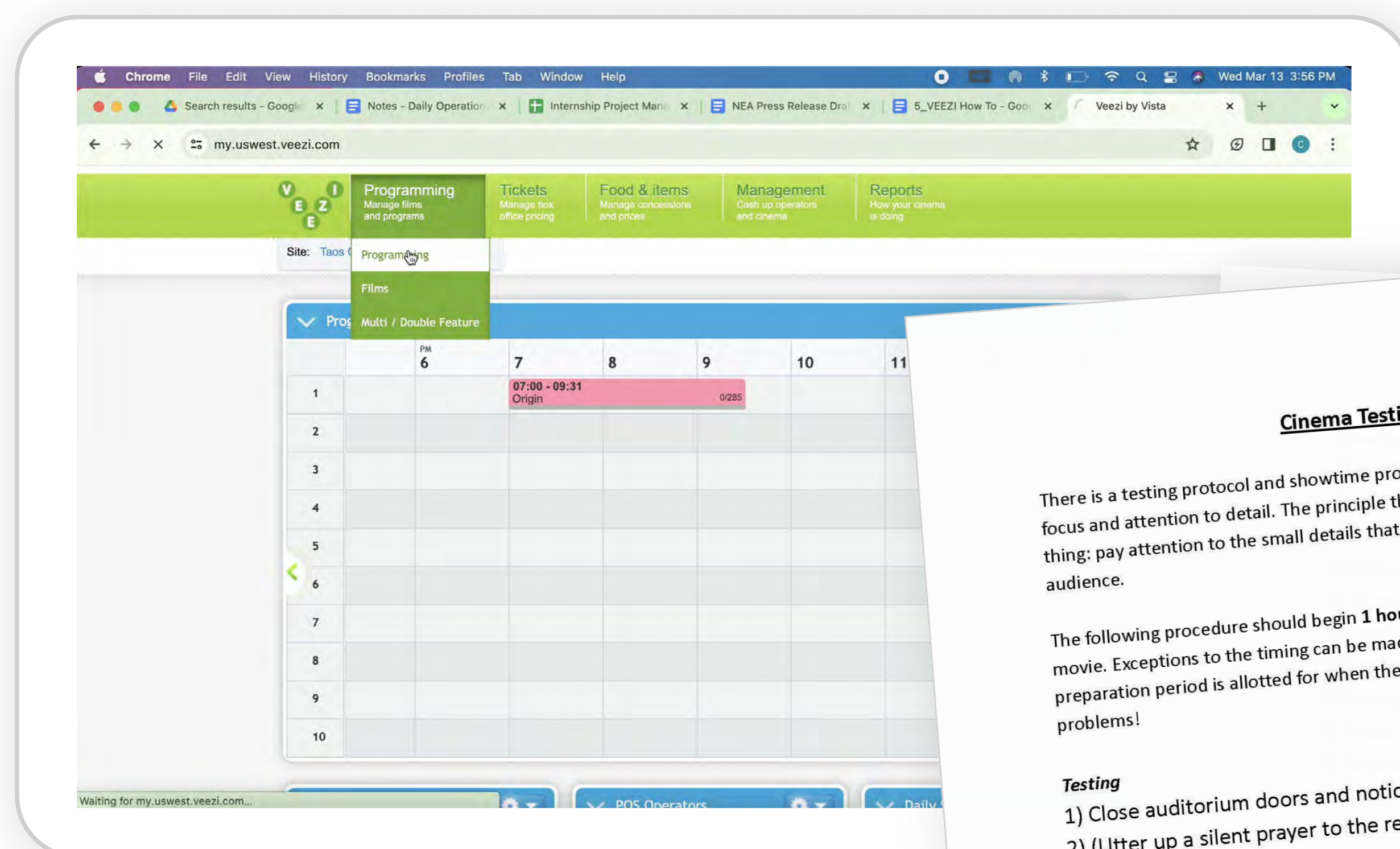
- Closed the house doors? Y w/A N
- Entered theater for each trailer and feature to check volumes / overall presentation? Y w/A N
- Closed the mid curtain? Y w/A N
- Trimmed the mid stage legs to block the exit lights? Y w/A N
- Trimmed front stage legs to feature? Y w/A N
- Turned off lights backstage/paint room (if necessary)? Y w/A N
- Dolby was muted when aux cord plugged into the computer? Y w/A N
- Checked that trash cans are lined and isles swept before opening house doors? Y w/A N
- Opened house at least 30 minutes before showtime and let FOH know house is open? Y w/A N
- Set booth lights to appropriate levels? Y w/A N



02 Tutorials & SOP's

Participants generate and update materials to support learning. For example, see [Tutorial video for ticketing software](#), [Cinema testing and showtime guide](#), and [Piano Damp Chaser procedure](#) as shown below.

Tutorial video for Veezi (cinema performance tracker) • Rozz (18)



Cinema Testing and Showtime

There is a testing protocol and showtime protocol when showing a movie. Each section requires focus and attention to detail. The principle that guides a projectionist's time centers on one thing: pay attention to the small details that accumulate to the exhibition of a film for an audience.

The following procedure should begin **1 hour and 15 minutes** before the showtime of the movie. Exceptions to the timing can be made, but with the following in mind: the 75 minute preparation period is allotted for when there are problems—and sometimes—there are problems!

Testing

- 1) Close auditorium doors and notice whether the cinema is installed or not.
- 2) (Utter up a silent prayer to the relevant tech deities or cyberpunk authors.)
- 3) Power on the cinema rack.
- 4) Open and check that the Feature playlist matches the projectionist's notes.
- 5) Play the playlist.
- 6) Check **volume** and **aspect ratio** according to notes. This should be done in the room! Enter the auditorium and check the volumes set for each trailer. Adjust sound as noted. For feature: wait for speaking lines to ensure audio/video sync.
- 7) Check that the trim of the curtains is set to the **feature film's aspect ratio**. Check that they are even on stage right and left.
- 8) Go backstage and check that all lights are off, mid curtain is closed, legs are set in angle. In particular: check that fluorescents and paint room lights are off.

Vaccum Filters

Although it's not most important to clean it out prop

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Piano Damp Chaser

The TCA has a very gorgeous piano that gets played by many very talented musicians throughout the year. It is important to make sure that its integrity is maintained, so that we can keep inviting musicians back to play it.

If the wood on a piano gets damaged, it can cost up to \$20,000 to repair. That's why it's so important to make sure the piano is monitored and protected.

A damp chaser is a mechanism in an acoustic piano that regulates the climate of the wood in a piano. A damp chaser monitors the climate conditions, and serves as a humidifier/dehumidifier for the wood in the piano. In New Mexico, where the climate is very dry, the damp chaser is what keeps the wood in the piano from drying out and becoming brittle.

You can tell whether the damp chaser works or not by the light underneath the piano, if the light is green it means that the damp chaser is working, but it is still important to reach underneath the piano and check the water level yourself. Do this by unplugging the damp chaser, and pulling the piano out, you will see the box under the piano full of water.

If the water level is low, add water to the damp chaser using the tube on the side of the piano. Grab the plastic canister and the damp chaser solution from the paint room. Put a cap of piano fluid in the canister and fill the canister with water to the line. Pour into the tube on the side of the piano.

The other thing that is important in maintaining the piano is checking for mice. Check inside the piano box, as well as under the piano lid for mice droppings!

Keeping the piano in shape is a very important task here at the TCA!

or then into Playback.
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03 Enrichment Opportunitites

A broad range of professional development, workshops, community engagement experiences connected to digital literacy, production, team building which are immediately transferable to various work opportunities. These experiences bolster development of various skills that are positive outcomes for program participants.



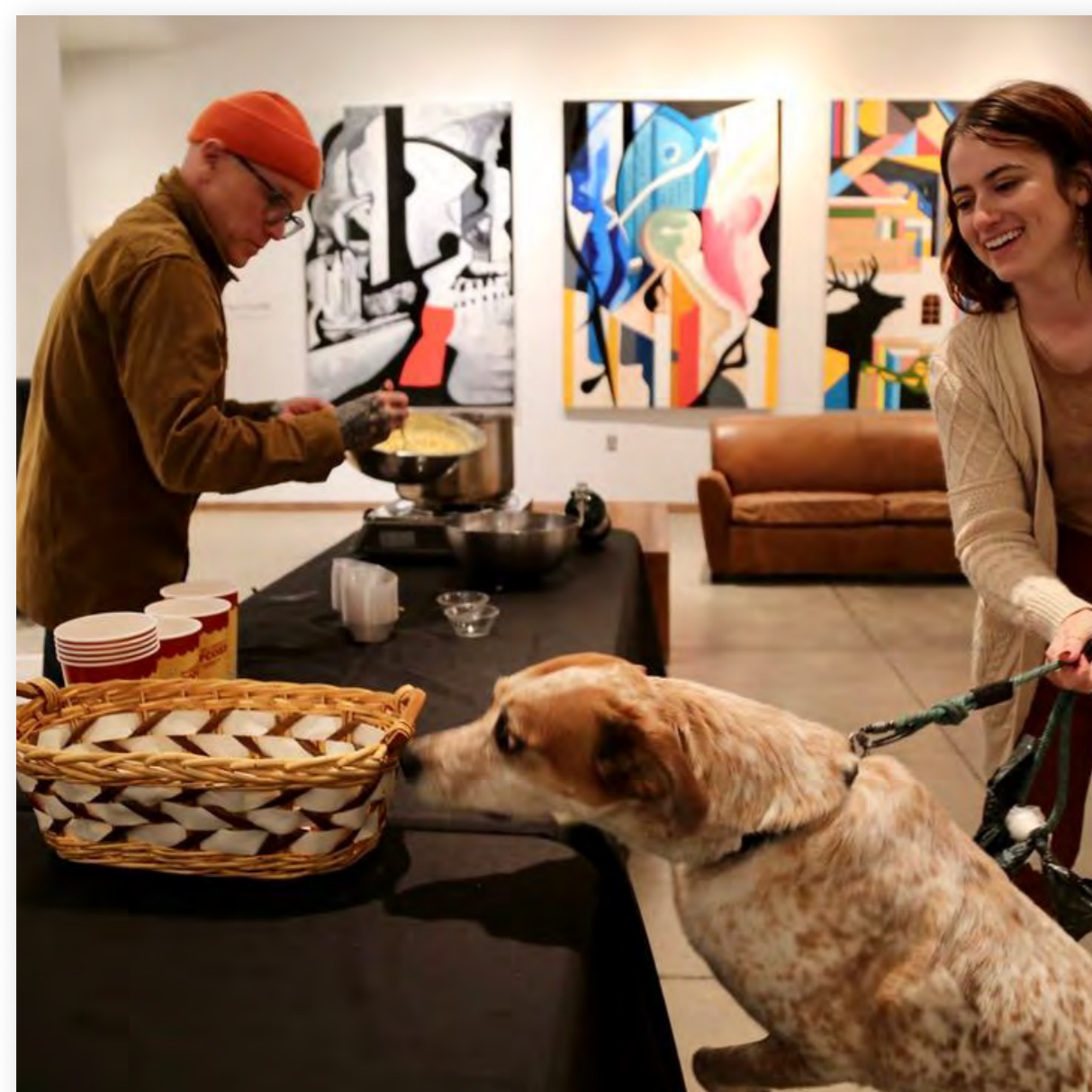
Basket weaving workshop with Basket Bob



Interns visit to an opening reception at Harwood Museum of Art.



Intern devised program of film screening and car meet up.



Interns drive programming of "dog friendly" film screening.



Interns join cross sector round table discussion about workforce training at Taos Hive.



Interns join Taos County Economic Development planning session and sit with the Taos Mayor.



Interns visit Couse-Sharp Historic Site.



Interns assist with youth centered art exhibition.



Interns write, produce, and edit social media video to promote TCA's Annual Meeting.

Intern Testimonials

Achievements highlighted by testimonials from 2024 participants:

“I got to learn about the technology that keeps the theater running. This is how many of the interns start. I showed 75+ films to our community and trained other interns on the art of projection and theater operations. This job opened many opportunities, such as getting part time work with 100% Taos County Initiative.”

— Isabella, 18

“I have made animations to help with social media promotions. These videos are then played before the movie starts and it is amazing to be able to see my work displayed at such a large size. The work has really helped me understand what it is like to do graphic design as a career. That has only made me more passionate about it. The amount of community involvement I have gotten to have with internship makes me feel accomplished in capabilities and the 6 months I have been working here have been one of the best experiences of my life.”

— Carsyn, 18

“I oversee the concession program. I track and manage our inventory and supplies on my spreadsheet. Then I go to my co-worker David and I tell him what we need to order and I also look at prices of things we buy and see where it would be at a lower cost.”

— Ronaldo, 17

“I’ve been able to further my interest in writing while building other skills. I’ve learned about technical writing, and professional communication as a whole, as well as learning my place in a work environment. I’ve gotten more opportunities at the TCA in the past 4 months than at any other job I’ve ever worked.”

— Rozz, 18