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Michelle Lujan Grisham • Governor
Debra Garcia y Griego • Cultural Affairs Secretary
Mark Roper • Acting Economic Development Secretary

Contact:
Jessica Mraz
info@nmmainstreet.org
(505) 365-3998

Carlsbad's Pearl of the Pecos Arts & Cultural District Granted State Authorization by the New Mexico Arts Commission

Santa Fe, N.M. – After completing the Arts & Cultural District (ACD) Start Up Benchmarks, Carlsbad's Pearl of the Pecos (POP) ACD has been granted State Authorization, the tenth New Mexico community to achieve this designation. State-Authorized ACDs receive additional incentives such as assistance with cultural plan development and historic building tax credits. NM's ACD programs make a positive impact by working with artists, entrepreneurs, and arts organizations/institutions, and utilizing cultural and historic assets to enhance the community's creative economy.

"Congratulations to Carlsbad's Pearl of the Pecos on becoming a State-Authorized Arts & Cultural District. This official status represents their dedication to supporting creative and cultural entrepreneurs and growing the local economy," said Acting Economic Development Secretary **Mark Roper**.

"The arts and culture sector is vital to the economic development of local communities in New Mexico," said Department of Cultural Affairs Cabinet Secretary **Debra Garcia y Griego**. "This new designation for Carlsbad's Pearl of the Pecos supports the creative economy of the region and reflects Carlsbad's commitment to bolstering their cultural infrastructure."

Carlsbad joins Downtown Albuquerque, Artesia, Gallup, Las Cruces, Las Vegas, Los Alamos, Mora, Raton, and Silver City as State-Authorized ACDs. Additionally, Corrales and Farmington are working through the Start Up process to become State-Authorized.

"New Mexico MainStreet is proud of the community's hard work, dedication, and achievements in developing Carlsbad's Pearl of the Pecos Arts & Cultural District. Their efforts and commitment have shown a positive impact on the local creative and cultural economy," said New Mexico MainStreet Director **Daniel Gutierrez**.

"Carlsbad has been working towards State Authorization since 2018 and is thrilled to reach this milestone," said Carlsbad MainStreet and Pearl of the Pecos Executive Director **Kat Davis**. "Countless volunteer hours, passion, and dedication came from community members to make this dream a reality for our community. Throughout this process we've learned much more than expected about our cultural assets, artistic resources, and community members' vision."

Michelle Laflamme-Childs, Executive Director of New Mexico Arts echoes the sentiments of the other partners and said, "Congratulations to the Pearl of the Pecos Arts

and Cultural District in Carlsbad for receiving State Authorization for their district. It takes years of planning with multiple public and private partners and stakeholders to reach this point, and Carlsbad is a shining example of how that work can pay off. We at New Mexico Arts and the NM Arts Commission are looking forward to seeing how Carlsbad highlights their incredible community assets and develops the creative sector in their district."

Carlsbad POP ACD organizes a variety of arts, cultural, and entertainment opportunities and its achievements include downtown murals and beautification projects, HeritageFest and Cavernfest annual events, and public art acquisitions, among other programs.

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New Mexico Economic Development Department | 1100 South St. Francis Dr. , Joseph M. Montoya Building, Santa Fe, NM 87505-4147

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lauren.longworth@edd.nm.gov

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