2023 Year in Review
2023 Programs/Projects: 9

- Downtown Growers’ Market
  - Year 27
- Albuquerque Artwalk
  - Year 5
- Downtown Community Forestry
  - Year 1
- Artspace
  - Year 1
- ABQ Fermentation & Fungi Fest
  - Year 1

- DowntownABQ Gift Card
  - Year 3
- Downtown Marketing/Promotion
  - Year 15
- Drink Local Downtown
  - Year 1
- DGM/TSK Expansion
  - Year 2
Downtown Growers’ Market:

- Staff: 6
- Applicants: 300
- Vendors: 230
- Growers: 59
- Visitors: 90,000
- Volunteers: 10
- Total Vendor Sales: 3.3 million
- SNAP/DUFB Sales: 200K
- FreshRX Sales: 25K
- Veggie & Protein Coupon Sales: 70K
- Counties represented: 10
- Musicians supported: 30
Albuquerque Artwalk

- Staff: 2
- Business Sponsors: 12 - 18
- Vendors: 15-45
- Performers: 3-5
- Attendance: 3000-5000
- Volunteers: 4

- Art Stop Market
  - Vendors/Food Trucks: 20
  - DJ: monthly:
    - April - September
- Artwalk Across Downtown
  - 150 artists supported monthly
  - Best Friday night for businesses monthly
Downtown Community Forestry Program

- Volunteers: 97
- Volunteer time donated: 754 hours
- Volunteer time valued: $18,850
  - At $25 an hour
- Plotted spaces: 3,015
  - 2,795 separate physical addresses
  - 1,939 trees
  - 1,076 possible planting locations

- Conditions
  - 67 dead/dying
  - 339 excellent
  - 807 good
  - 569 fair
  - 157 poor
Artspace Feasibility Study

<table>
<thead>
<tr>
<th>Community Goal</th>
<th>Artists/ Orgs (Virtual)</th>
<th>Civic Leaders (In-Person)</th>
<th>Equity in Space Leaders (In-Person)</th>
<th>Open House (In-Person)</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Preserving Affordability</td>
<td>19</td>
<td>5</td>
<td>14</td>
<td>14</td>
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<tr>
<td>Supporting a Diverse Cultural Community</td>
<td>11</td>
<td>2</td>
<td>10</td>
<td>15</td>
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<tr>
<td>Downtown Revitalization/ Increasing Residential Density*</td>
<td>6</td>
<td>9</td>
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<td>32</td>
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<tr>
<td>Sustaining Creative Businesses and Nonprofits</td>
<td>6</td>
<td>3</td>
<td>2</td>
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<td>Activating Vacant Lots</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>11</td>
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<td>Anchoring an Arts District</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>12</td>
<td>25</td>
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<td>Strengthening Community Ties/ Youth + Elderly Communities</td>
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<td>13</td>
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<td>Historic Preservation</td>
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<td>17</td>
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<td>Promoting Tourism</td>
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<td>1</td>
<td>0</td>
<td>5</td>
<td>7</td>
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<td>Retaining Recent Graduates</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
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<td>Developing a City/County Identity</td>
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<td>0</td>
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*This category is combined based on how the question was posed to attendees.*
What the Albuquerque artist and arts organizations said...

What types of creative spaces are needed for artists and arts organizations in Albuquerque?
Rank in order of importance.

At the Public Meeting, attendees prioritized needs as follows:

1st  Live/Work Artist Housing: 35
2nd  Shared Creative Space: 24
3rd  Public Engagement/Community Space: 22
4th  Event Space: 13
5th  Theater/Performance Space: 8
6th  Private Studio Space: 7
7th  Nonprofit Workspace: 2
Albuquerque Fermentation & Fungi Fest

- Staff: 3
- FUSION staff: 5
- Volunteers: 15
- Vendors: 31
- Growers: 10
- Visitors: 800
- Workshops/Demos: 10

- Paid:
  - Local Designer: Yaudi
  - Local DJ: Caterwaul
  - Local Merch: 111 T-shirt Lab & A Good Sign
  - Educators: 6
  - Local Bartender (Barkeeps)
  - Stargazer Kombucha
DowntownABQ Gift Card

- Bought: 260 cards: $10,000 value
- Redeemed: 184: $6000 value
- Sponsorship secured: $3500
  - $1000: VisitABQ Visitor’s Guide giveaway
  - $500: Other community giveaways
  - $2000: Small Business Saturday BOGO
DowntownACD Marketing/Promotion

Newsletters
- Crossroads: monthly
  - 2038 subscribers
  - 35-40% open rate (600-800)
- DT Biz: monthly
  - Started in October
  - 165 subscribers
  - 40% open rate (65)

Facebook
- Posts: 5/week
- Followers: 4700
- Reach: 80,000

Instagram
- Posts: 5/week
- Story re-shares: 5-20 daily
  - Average 150 views daily
- Followers: 2225
- Reach: 10.3K (last 90 days)
<table>
<thead>
<tr>
<th>Website</th>
<th>Advertising</th>
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<tbody>
<tr>
<td>• Merged MS &amp; ACD wordpress sites into one Squarespace site</td>
<td>• VisitABQ: ACD ad, Drink Local Downtown Ad, DTABQ Gift Card giveaway, DGM token giveaway</td>
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<tr>
<td>• Launched: October</td>
<td>• KUNM: Drink Local Downtown, ABQFFF</td>
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<tr>
<td>• Users: 2000</td>
<td>• Facebook Ads: Drink Local Downtown, ABQFFF</td>
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<tr>
<td>• Business Directory &amp; Google Map</td>
<td>• Print Flyers: DGM, ABQ Artwalk, Drink Local Downtown, ABQFFF</td>
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<td></td>
<td>• Prink Maps: ABQ Artwalk, Drink Local Downtown</td>
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</table>
Drink Local Downtown

October: Balloon Fiesta
- Businesses: 7
- Musicians paid: 6

November: Small Biz Saturday
- Businesses: 8
- Musicians paid: 6
- Retail Businesses Promoted: 12
- DTABQ Gift Card: BOGO
- Added social media pages

December: Balloon Fiesta
- Businesses: 9
- Musicians paid: 6

Paid:
- Local designer: Zak Zutledge

In-Kind:
- ABQCore volunteer help
  - 10hrs/month
DGM/TSK Expansion

Completed:

- Schematic Design with MASS Design Group
- Local Food Shop design drawings
- Growers’ Market vendor surveys
- Environmental studies
- Over $2 million in funding secured