

Downtown Arts & Cultural District - Annual Report Snapshot (September 2017)



Be led by creative forces.

Over the last year, we've been hard at work growing opportunities for creatives in the Downtown-area, and inviting visitors from around the city, state, and beyond to explore the forces at work.

Here's a peek at data from our upcoming annual report, see more of our work by visiting www.abqcreates.org and clicking on "about."

Some of our current projects...

Makeshift Microgrants - launched in September, Makeshift gives six (6) micro-grants of \$2,500 directly to artists/exhibition organizers to partner for one year with local business/property owners who have empty or underutilized space. View stories on [KRQE-13](#) and [Albuquerque Business First](#).



Brand / Promotion - nearly a year into building a brand from scratch, we host an [interactive map](#) that receives ~100 views per day (currently just over 17K views lifetime), have [worked with broadcast + print publications on 13 stories](#), and feature a variety of local creatives stories on our robust [Instagram](#), [Facebook](#), and [Twitter](#) channels with a combined 4,400-plus followers.

Highlights...



Instagram - each post viewed by 600-700 people, promotes variety of Downtown-area revitalization efforts incl. InnovateABQ, One Central, Homewise/Orpheum Theater

Community Hub, as well as local/ small business stories

Twitter - avg. 30K impressions/month, used to connect creative economy efforts by Innovation Academy, Creative Startups, WESST, etc. with entrepreneurial ecosystem and tech growth

Downtown Weekly Newsletter - work with DowntownABQ MainStreet on [weekly newsletter that goes out to 1,400-plus subscribers](#), including highlighting creative businesses and Downtown-area projects along with broader activities like ABQ Artscrawl First Fridays, Globalquerque, the Downtown Block Party, SOMOS ABQ, and the Warehouse 508 Mural Festival.

Coffee + Creatives - founded in Nov. 2016, this [in-person meetup group](#) serves as “economic development for creatives,” and happens every two weeks at Breve Crepes and Coffee Downtown (averaging 15 people per meetup, including both business owners and individual creatives)

Also includes an [email newsletter](#) and [online facebook group](#) w/750-plus subscribers (500-plus monthly actives) used to surface + share funding opportunities, resources, and feedback for creatives, by creatives.

Example: connected Sheri Crider, founder/owner of Sanitary Tortilla Factory, to fellowship for formerly incarcerated artists, received \$20K and [coverage on PBS](#)

Example: connected Sheri with John-Mark Collins of Storylab, they are now working together on a paid project and both regularly mentor other creatives/business owners.

First-ever Creative Survey - twenty-six question survey was distributed via social media, email, and in-person outreach, and the survey landing page was presented to about 1,000 respondents with just over 360 complete submissions (a nearly 36-percent response rate).

Data from the survey will be compiled and released in late-September as a full-report with data sets that can also be used by local creatives and creative businesses in grant applications, business plans etc. as well as reveal larger opportunities for Albuquerque’s creative economy around working space, housing, funding, incubators and accelerators, and other resources.

