

ARTS CONVENTION

To promote the economic impact of arts
and culture in Southern New Mexico

New Mexico State University
Corbett Center
September 22, 2008

David Boje, PhD
Bank of America Endowed Professorship of Management
New Mexico State University

David Tobey
Doctoral Student
New Mexico State University

Joe Gladstone
Doctoral Student
New Mexico State University

TABLE OF CONTENTS

Task Forces List.....	1
Task Forces Mission Statements.....	2
Task Forces Goals.....	3
Appendix A: Task Forces Subgoals.....	6

TASK FORCES

1: Economics and Governments

2: Education

3: Galleries

4: Merged with Task Force 1

5: Literary Arts

6: Media

7: Museums

8: Patrons

9: Performing Arts

10: Visual Arts

TASK FORCES MISSION STATEMENTS

1: Economics and Governments

To create successful economic development strategies that promote the development and marketing of creative enterprises & arts and culture districts and enhance the Las Cruces, Mesilla and University corridors, and communities in Dona Ana County as arts and culture destinations in which to live work, shop, and play. With our mission we plan on gathering our work by the end of the semester December 8, 2008.

2: Education

Throughout this year, facilitate personal growth and a deeper understanding and appreciation of the visual and performing arts by providing students and community members increased awareness of opportunities for educational arts experiences.

3: Galleries

Promote and spread the potential of galleries in Las Cruces and Mesilla by assisting them with networking with one another and their customers, new and existing. Furthermore, we will facilitate an open line of communication between galleries and students so that galleries in the Mesilla Valley would become well known destinations by 2012.

4: Merged with Task Force 1

See Task Force 1 mission statement.

5: Literary Arts

To make song and poetry the language of Las Cruces

6: Media

It is our responsibility to get information out to the public. The distribution of multimedia information is what we do. No matter how we do it, whether it be by word of mouth, the internet, billboards, television, radio or the newspaper as long as information gets out to the public

7: Museums

Increase the growth and development of active participation, by the citizens of Las Cruces, to the local Museums by December the 8th 2008

8: Patrons

Tell the "Patrons' Story". We plan to identify what types of things the Patrons' enjoy, discover what they consider attractive and determine what they would like to see from the artists and the community by Dec 8 2008. We would like to find out what is attractive to them.

9: Performing Arts

Create positive synergy between all the arts in the greater Las Cruces and Mesilla Valley area through unity between groups and individuals in different art mediums. Through creation of a unified body and open communication, the performing arts task force will cooperate with the other task forces to create a connection of the arts with in the community, and broaden its marketing and promotions to capture a world audience.

10: Visual Arts

Task force visual arts will promote the arts in Las Cruces, NM and the surrounding areas by proposing an arts district and increasing local marketing efforts to attract more patrons

TASK FORCES GOALS

Each Task Force created three goals to measure accomplishments toward their mission. Their goals are listed below:

Task Force 1: Economic and Government

1. Organizing all participants in creative environment as partners in the economic development strategy.
2. Build and Implement a strategic and practical plan to advance our creative economy.
3. Developing financial resources including government and non-profit funding to support and implement the plan.

Task Force 2: Education

1. Increase awareness of the arts in Las Cruces NM.
2. Increase opportunities for the arts in Las Cruces NM.
3. Increase support for the arts in Las Cruces NM.

Task Force 3: Galleries

1. Create Public Service Announcement for the Radio
2. Get literature about galleries in town into the Ramada
3. Create Ad on Lascruces360.com database for our consultee.

Task Force 4: Government

Merged with Task Force 1

Task Force 5: Literary Arts

1. The Literary Arts tasks forces' first initiative is the development of a website by which the Las Cruces literary arts will be connected to the world.
2. As part of the outreach effort, a web accessible calendar with a list of upcoming events is provided by the society.
3. In order to catch the attention of more local writers, a bill board initiative in known hot spots like Barnes and Noble, local libraries and used book stores, will further the societies goal of exposing and creating awareness of local writers.

Task Force 6: Media

1. Introduce Art to Students in a social way
2. Educate future buyers (young kids)
3. Get older generation to donate to the arts

Task Force 7: Museums

1. By December 5, 2008, we will accomplish creating a centralized and cohesive Museum Calendar, through the assistance of Scott Cannon from Las Cruces 360, that the community and tourists will be able to view via the Internet.
2. By December 5, 2008, we will accomplish creating a Museum Scavenger Hunt, through the assistance of the local city and state museums and local businesses.
3. By December 5, 2008, we will have strived for increased participation by NMSU students, through attendance, advocacy, and volunteerism, at the local city and state museums.

Task Force 8: Patrons

1. Meet and interview 3 patrons and 1 gallery
2. Attend 2 social events where we can talk to patrons in a relaxed setting
3. Document the "patrons' story" and outcomes f all the meetings.

Task Force 9: Performing Arts

1. Funding: our Job as consultants is to provide the tools necessary to the performing arts task force to give the future opportunity for funding. To focus our attention to the people around the Las Cruces Valley who have donated their money to the arts community and find privatized funding for the performing arts operations throughout the community.
2. Marketing: Use the complimentary resources available throughout the community to attract more attention to the people around the valley of the art events and operations throughout the valley.
3. Networking: We as the Performing arts task group will actively network with the community and performing arts conventions and personnel to facilitate and speak out for the needs and goals of the performing arts industry.

Task Force 10: Visual Arts Goals in development

APPENDIX A: TASK FORCES SUBGOALS

Task Force 1: Economic and Government Subgoals in development

Task Force 2: Education

1. *Increase awareness of the arts in Las Cruces NM.*
 - a. To promote public awareness of existing art venues
 - b. To promote awareness through educational exposure
2. *Increase opportunities for the arts in Las Cruces NM.*
 - a. To increase educational opportunities
 - b. To increase community participation as well as opportunities
3. *Increase support for the arts in Las Cruces NM.*
 - a. Seek sources of funding
 - b. To promote business sponsorship

Task Force 3: Galleries

1. *Create Public Service Announcement for the Radio*
 - a. Come up with the announcement to be made
 - b. Find radio stations willing to make announcement
2. *Get literature about galleries in town into the Ramada*
 - a. Research what kind of advertising can be done in Ramada
 - b. Get the promotionals into the Ramada
3. *Create Ad on LasCruces360.com database for our consultee*

- a. Gather Information
- b. Create Ad on Database

Task Force 4: Government
Merged with Task Force 1

Task Force 5: Literary Arts
Subgoals in development

Task Force 6: Media

- 1. Introduce Art to Students in a social way
 - a. Art is an escape
 - b. Art is not expensive
- 2. Educate future buyers (young kids)
 - a. Field Trips
 - b. Family Events
- 3. Get older generation to donate to the arts
 - a. Tax write offs
 - b. Help introduce to other generations

Task Force 7: Museums

- 1. *By December 5, 2008, create a centralized and cohesive Museum Calendar*
 - a. The Museum Calendar will be integrated with the current Las Cruces Community Calendar. The Museum Task Force would like to assist the Media task force in integrating and making the calendar a good source of information for residents and tourists, alike. This sub-goal will be completed by the students of the Museum task force by November 7, 2008
 - b. Once the Museum Calendar has been integrated with the Community Calendar (Goal of November 7, 2008), the Museum Task force will assist the local museums in utilizing this tool. The students will visit with museum representatives and educate them in how to post information about exhibits, activities, and other events. This sub-goal will be completed by December 5, 2008.
- 2. *By December 5, 2008, create a Museum Scavenger Hunt*
 - a. Communicate with the local city and state museum representatives about participating in the Museum Scavenger Hunt. The Museum Scavenger Hunt will be a passport book. The passport book will contain a page for each respective, participating museum. The museum will stamp the individual's passport after they visit the featured exhibit, activity, etc. The goal for the Museum task force is to have a list of all participating museums and featured exhibits for the passport by October 31, 2008.
 - b. Ask local businesses to participate in the Museum Scavenger Hunt. After a Museum Scavenger Hunt has been stamped by all participating museums, they can go to a Las Cruces business and receive a discount on their purchase. The goal for the Museum task force is have a list of all participating businesses and their respective discount rate for the passport by November 7, 2008.

3. *By December 5, 2008, Increase participation by NMSU students, through attendance, advocacy, and volunteerism, at the local city and state museums.*
 - a. Museum task force students will have to visit a minimum of five city/state/private museums in Las Cruces. The students will need to participate either in a tour or activity. The task force students will have to show proof of visit through a brochure or other media provided at the museum. Students must have all visits complete by November 14, 2008.
 - b. Advertise local museums through posters, fliers, and other media. Media will be distributed throughout campus by task force students. Task force students will ask local museums what upcoming events they wish to have advertised on New Mexico State University's main campus. This will be an on-going assignment through December 5, 2008. Goal is for one advertisement a week, with students taking turns in distributing the media. Each week should be a different museum with a different exhibit promoted.

Task Force 8: Patrons

Subgoals in development

Task Force 9: Performing Arts

1. *Funding:*

1. Find at least 5 prospectors who are interested or have a prior history of making charitable contributions the arts community and document these prospectors making a list
2. Contact these various arts donors and pass off our prospective performing arts businesses needs for funding

2. *Marketing:*

1. Contact the radio networks, such as Bravo Communications, around the valley about performing arts around the community.
2. Utilize the Las Cruces 360 web program to promote businesses around Las Cruces valley of their programs or events and what they have to offer

3. *Networking:*

1. Create an updated list of all the members in our group
2. Construct a current situational model recording and illustrating the issues concerning the performing arts needs and define what more can be done to dissolve the disconnect in the community through networking

Task Force 10: Visual Arts

Subgoals in development