



2023 Year in Review

**DOWNTOWN ABQ**  
**MAINSTREET**  
Arts & Cultural  
District



## 2023 Programs/Projects: 9

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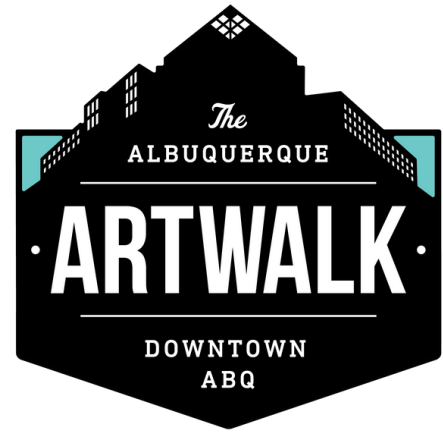
- Downtown Growers' Market
  - Year 27
- Albuquerque Artwalk
  - Year 5
- Downtown Community Forestry
  - Year 1
- Artspace
  - Year 1
- ABQ Fermentation & Fungi Fest
  - Year 1
- DowntownABQ Gift Card
  - Year 3
- Downtown Marketing/Promotion
  - Year 15
- Drink Local Downtown
  - Year 1
- DGM/TSK Expansion
  - Year 2



## Downtown Growers' Market: April - November

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- 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 (monthly)

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

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Page 1

Emailed: 150 businesses | 47 responses

- Top 3 choices for Downtown Activity
  - More sidewalk activation
  - More planned events with businesses
  - More music/performance focused
- Top timeframe for activity:  
tied 3 ways
  - M-F daytime
  - Early work evening  
4-8pm
  - Weekends:  
Friday/Saturday



# Downtown Business Survey

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Emailed: 150 businesses | 47 responses

- Top 3 choices for Downtown design improvements
  - More lighting: safety focused
  - More lighting: beautification focuses
  - More shade structures in public spaces
- Top 3 aids to improve their business
  - More foot traffic
  - Assistance in event planning at their business
  - Marketing/Branding assistance



## Downtown Community Forestry Program

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- 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



| FOCUS GROUP AND OPEN HOUSE ALIGNMENT WITH BROADER GOALS RESULTS |                               |                                 |  |                           |       |
|---|-------------------------------|---------------------------------|--|---------------------------|-------|
| Community Goal  | Artists/<br>Orgs<br>(Virtual) | Civic<br>Leaders<br>(In-Person) | Equity<br>in Space<br>Leaders<br>(In-Person) | Open House<br>(In-Person) | Total |
| Preserving Affordability  | 19                            | 5                               | 14   | 14                        | 52    |
| Supporting a Diverse Cultural Community                         | 11                            | 2                               | 10   | 15                        | 38    |
| Downtown Revitalization/<br>Increasing Residential Density*     | 6                             | 9                               | 0  | 17                        | 32    |
| Sustaining Creative Businesses and Nonprofits                   | 6                             | 3                               | 2  | 17                        | 28    |
| Activating Vacant Lots  | 5                             | 5                               | 5  | 11                        | 26    |
| Anchoring an Arts District                                      | 4                             | 5                               | 4  | 12                        | 25    |
| Strengthening Community Ties/<br>Youth + Elderly Communities    | 3                             | 2                               | 3  | 13                        | 21    |
| Historic Preservation   | 4                             | 4                               | 0  | 9                         | 17    |
| Promoting Tourism   | 1                             | 1                               | 0  | 5                         | 7     |
| Retaining Recent Graduates                                      | 1                             | 1                               | 0  | 1                         | 3     |
| Developing a City/County Identity                               | 0                             | 0                               | 0  | 1                         | 1     |

\*This category is combined based on how the question was posed to attendees.



### Creative Sector Services

Overall, artists rated the available creative sector services to be quite limited. From our research, there are a lot of programs, but many were not known about or who they served was unclear. Having one spot to find out and access these sorts of resources takes staff time and human power, but can help greatly strengthen the creative sector.

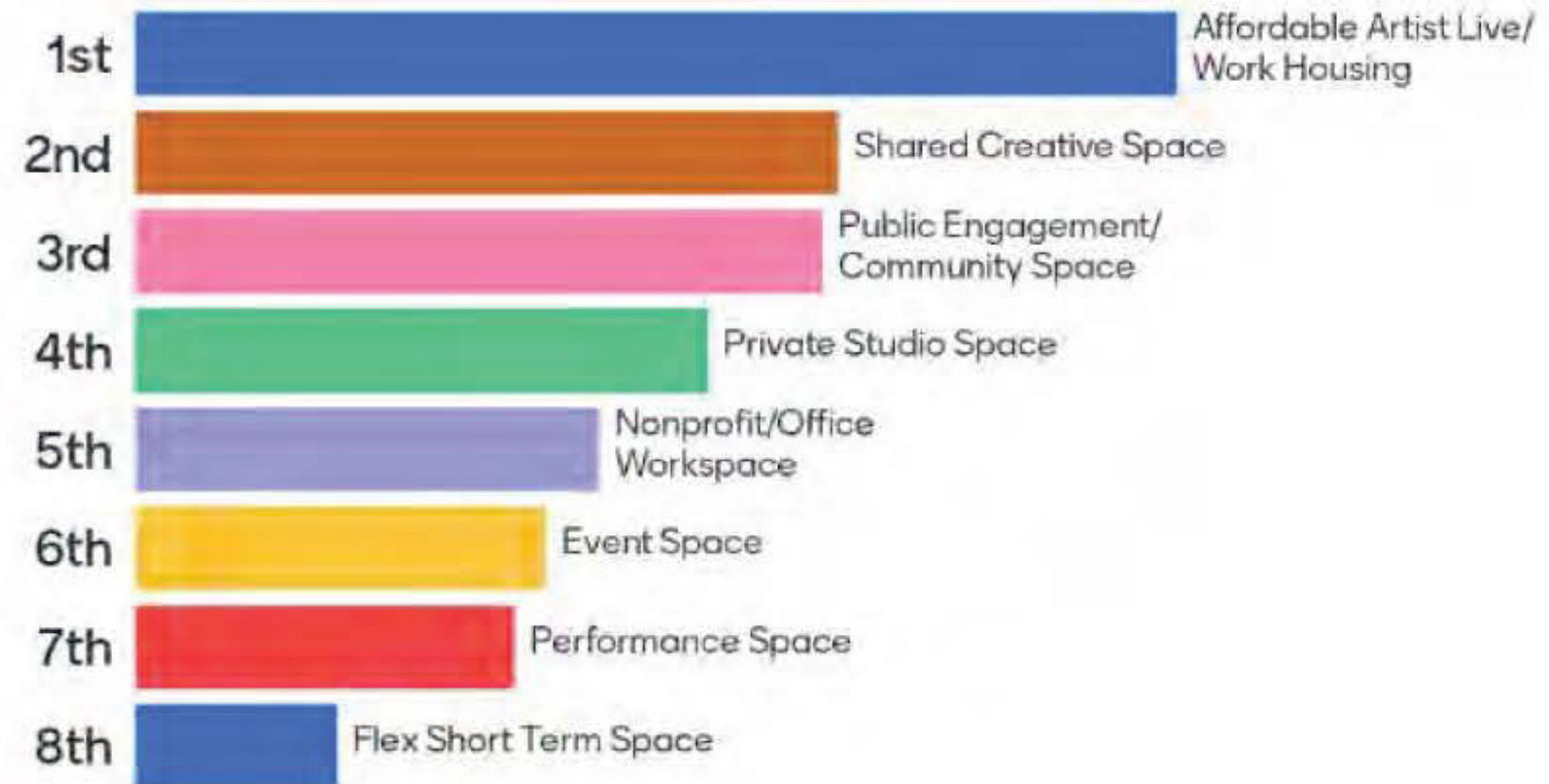
**How would you rate the availability of these services for the creative sector in Albuquerque on a scale of 1-5?**



Artist/Arts Organization Focus Group Menti Responses

### 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.**

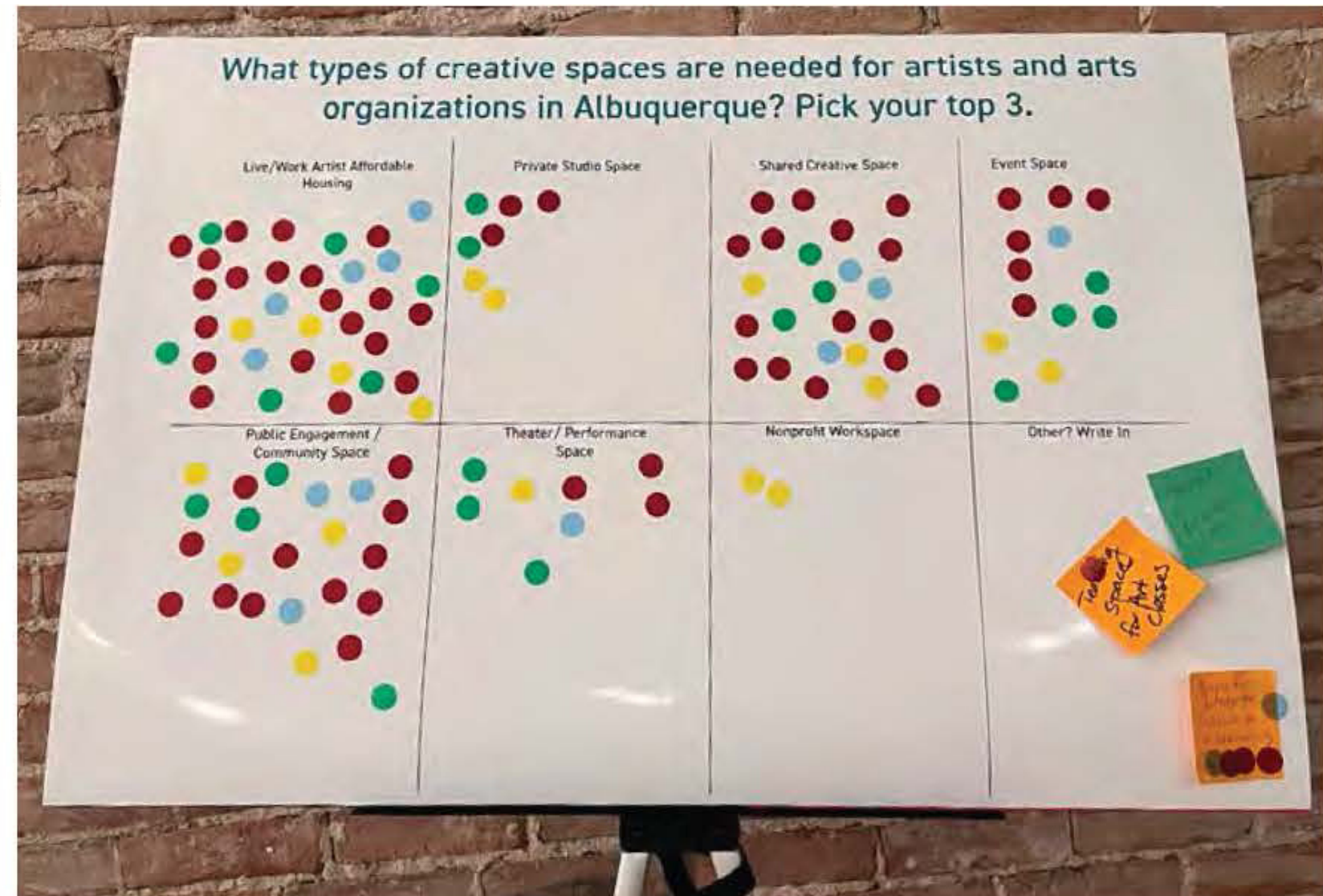


Menti Participant Responses



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



Public Meeting Attendee Responses



# Albuquerque Fermentation & Fungi Fest

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- 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

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- 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

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### 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)





## DowntownACD Marketing/Promotion

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### Website

- Merged MS & ACD wordpress sites into one Squarespace site
- Launched: October
- Users: 2000
- Business Directory & Google Map

### Advertising

- VisitABQ: ACD ad, Drink Local Downtown Ad, DTABQ Gift Card giveaway, DGM token giveaway
- KUNM: Drink Local Downtown, ABQFFF
- Facebook Ads: Drink Local Downtown, ABQFFF
- Print Flyers: DGM, ABQ Artwalk, Drink Local Downtown, ABQFFF
- Print Maps: ABQ Artwalk, Drink Local Downtown



## Drink Local Downtown

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### 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

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### Completed:

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