

FY 2020 CULTURAL CONTRACT QUARTERLY REPORT FORM

CONTRACTOR: Los Alamos Arts Council

FY20 Quarter: Q2

AGR 17-702

Completed by: Christine Monteith, Executive Director

2. Deliverables. Contractor shall provide:

- A. An annual financial _____ audit or review ____ performed by an independent party with acknowledged financial experience to include, at a minimum, all financial records relating to the Agreement Term, and furnishing County with a copy of such audit within ninety (90) days after the end of County's fiscal year.
- B. Written reports, on forms provided by County, covering each three (3) month period of the Agreement beginning July 1, 2017. The reports shall include financial information describing Contractor's use and expenditures of County funding and, at a minimum, summary information describing:
 - i. The efforts undertaken and the results of Contractor's solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;
 - ii. The level of participation, reported by age, gender, and residence of the participants, in the various programs, events, and other activities associated with the _____;
 - iii. The level of increased visitation to the Los Alamos area as a result of the contractor's events, programs, and services, if applicable;
 - iv. The level and results of Contractor's collaboration and coordination of effort with other community service providers;
 - v. A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts;
 - vi. A description of the Contractor's efforts to market/advertise events, programs and services;
 - vii. A summary description of the use of County funding to support Contractor's efforts to provide scholarships and/or to make _____ classes affordable to lower income participants.

Contractor shall furnish these reports to County within thirty (30) days after the end of each reporting period.

FINANCIAL INFORMATION (report on LAC direct funding only)

Is Annual Financial Review Attached? Yes No

If yes, date of report:

Type of Expense	Q1 (July-Sept)	Q2 (Oct-Dec)	Q3 (Jan-Mar)	Q4 (Apr-June)
Personnel	\$945.00	\$945.00		
Supplies	\$190.00	\$190.00		
Event/Program	\$1252.00	\$1252.00		
Media	\$145.00	\$145.00		
Misc. Expense				
TOTAL	\$2532.00	\$2532.00	\$0.00	\$0.00

PROGRAMMING/SERVICES INFORMATION

List Programs (targeted for all ages)	# participants	# residents	# non-residents	# providing feedback	# rating experience good or excellent
Brown Bag 10/2	65	Unknown	Unknown	3	2
An Evening of Arts and Culture 10/11	502 patrons	Unknown	Unknown	0	0
Brown Bag 10/16	16	Unknown	Unknown	0	0
Scarecrow Contest 10/19-11/1	23 scarecrows 50 votes from the community	Scarecrows-23 Votes- Unknown	Scarecrows- 0 Votes- Unknown	50	50
World Record Pumpkin Event 10/26	1160 tickets sold	1044	116	0	0
Pumpkin Glow 10/26	1548	1393	155	387	300
Brown Bag 11/6	28	Unknown	Unknown	5	3
Holiday Arts and Crafts Fair 11/23	48 Vendors 1000 patrons	Vendors-5 Patrons- approx. 850	Vendors-43 Patrons- approx. 150	Vendors-37 Patrons- 50	Vendors-30 Patrons-45
Brown Bag 12/4	33	Unknown	Unknown	15	5
Holiday Open House 12/7	404 patrons	383	21	20	18
Felecia Ford Trio Evening Concert 12/20	37	25	12	10	9

List Programs (adults only)	# participants	# residents	# non-residents	# providing feedback	# rating experience good or excellent
Rosalie Heller Memorial Lecture 10/23	63	51	12	10	9

For the quarter, please report:

of people proving feedback***: 587

paid staff hours: 437.75

rating experience as good or excellent**: 471

volunteer hours: 173

**Include number already reported under programs in addition to any other feedback contractor may have received

PLEASE ATTACH QUARTERLY REPORT INFORMATION ADDRESSING DELIVERABLE IN SECTION B ABOVE

Deliverables:

Brown Bag Presentation: Galisteo String Quartet, October 2nd, 2019:

The Galisteo String Quartet is a retuning Brown Bag performing group. Their mastery of string instruments is an enjoyable presentation each time. In September of 2019, LAAC began to provide a survey to Brown Bag Patrons. Only one survey was returned on the 2nd. Previous surveys indicated that the public was not attending because of seeing posters, so LAAC discontinued them. This survey indicated that they were missed. The event was advertised by a press release to the Monitor, LA Daily post and KRSN. Yard signs were placed around Downtown Los Alamos.

Volunteer Hours: 2 Unique Patrons: 65

An Evening of Arts and Culture, October 11th, 2019:

The Evening of Arts and Culture is a joint venture between Los Alamos Arts Council, and multiple organizations throughout Los Alamos. LAAC coordinated with the following organizations: Bathtub Row Brewing Coop, Betty Ehart Senior Center, Robert Benjamin, Los Alamos Sax Ensemble, Fuller Lodge Art Center, Los Alamos County, Los Alamos Historical Society, Los Alamos Library, Karen Wray Gallery, the String Quartet Group, Christopher Adams, Los Alamos Nature Center, The Jazz Project, Plan 4 Jazz Trio, Los Alamos Performing Arts Center, Los Alamos Light Opera, Los Alamos Little Theatre, projectY cowork, Craig Martin Experience, Los Alamos Teen Center, Los Alamos Hillstompers, The United Church, Los Alamos Community Winds, and Coro de Cámara. The new Pajarito Room Wreath Dedication kicked off the evening with a lovely presentation and cake a punch in the Pajarito Room at Fuller Lodge. LAAC worked with Los Alamos County on creating rack cards and advertising for the event. The evening was an event where the entire community could view different types of art. Visitors could see art in galleries, hear music, purchase pottery, and see performances. The venues, from the Nature Center to Karen Wray Gallery. The free event allowed everyone to take a sample of what they like, and try something new. This year, many groups asked to have information included about their performance in the advertising. LAAC worked with the performing groups to provide an article in the Los Alamos Daily Post about what groups would be performing, and about their performance. LAAC also advertised the event on Facebook, working to acknowledge each group participating in the event online.

Volunteer Hours: 5 Unique Patrons: Approximately 500 people attended the different events



Brown Bag Presentation: Los Alamos Light Opera “The Addams Family,” October 16th, 2019:

Los Alamos Arts Council worked with Los Alamos Light Opera to provide a preview performance of their show “The Addams Family” to the community. As the event was not on the first Wednesday of the month, there was a lower audience number. The event was advertised by a press release to the Monitor, LA Daily post, and KRSN. Yard signs were placed around Downtown Los Alamos.

Volunteer Hours: 1 Unique Patrons: 16

Scarecrow Contest, October 19th through November 1st, 2019:

The Scarecrow Contest is a joint effort with Los Alamos MainStreet and Creative District and Los Alamos Arts Council. LAAC receives the applications from members of the community, and the MainStreet and Creative District provide prizes to the winners in 5 categories: Business/Organization Traditional, Business/Organization Contemporary, Family Traditional, Family Contemporary, and Fan Favorite. LAAC provided a board member for a judge, MainStreet/Creative District provided a judge, and two members of the community were also judges. Members of the viewing public could vote for their favorites at CB Fox, The Visitor Center, of Fuller Lodge Art Center. Winners were determined before the Pumpkin Glow (10/26) and announced the following Monday. Winners received Chamber Checks and a small cash prize from LAAC. LAAC received a complaint about how a scarecrow was displayed for the contest. LAAC worked with the community and the artist/group to resolve the situation, making sure that the display method was changed to address the concerns of the citizen. No complaints were made about any scarecrow's message. LAAC also worked hard to have the information for Fan Favorite at multiple locations, allowing the community to vote for the scarecrow they liked the best. All applicants were either Los Alamos Residents or Businesses/Organizations located in Los Alamos. It is unknown how many people viewed the scarecrows. LAAC estimates that at least 1000 people would have seen them from 10/19 to 10/25 and 10/27 to 11/1. Over 1500 people would have seen the display on 10/26. LAAC and Los Alamos MainStreet and Creative District provided advertising for the event. All organizations had information regarding the event on their websites, Facebook, and Instagram Pages. LAAC provided information to the LA Daily Post, Los Alamos Monitor, and KRS regarding the event.

Volunteer Hours: 5 Unique Patrons: 23 Scarecrow Entries, 50 Votes for Fan Favorite, Unknown viewers in the community.



Rosalie Heller Memorial Lecture, October 23rd, 2019:

The Rosalie Heller Memorial Lecture began in 2017 when Dr. Leon Heller approached LAAC to hold a lecture series in honor of his late wife, Rosalie Heller. The inaugural lecture was held in 2018. LAAC works with Dr. Heller to find a speaker to present a unique musical lecture to the Community. This year, LAAC and Dr. Heller hosted speaker James Keller of Santa Fe. A small dinner was held the evening before. LAAC works with Dr. Heller and a committee to choose an appropriate speaker for the event. The community has expressed that they enjoy the lecture, but have not approached the Executive Director, LAAC Board, or Dr. Heller to request a specific speaker. The lecture is a free event provided to the community and open to all members of the community, with a strong suggestion that patrons be over the age of 12. Mr. Keller is a Santa Fe resident and has a following of people in the Santa Fe Arts Community, and several patrons were from Santa Fe. The Executive Director Mailed four free tickets to patrons in Santa Fe. LAAC requests donations from patrons of the event to continue the lecture series. LAAC did not receive any grants or outside funding beyond donors. LAAC is looking for an outside sponsor for the Lecture. LAAC hopes that they will be receiving funds from the Los Alamos Community Foundation for the event within the next five years. LAAC advertised in the LA Daily Post, Los Alamos Monitor, Santa Fe New Mexican, Albuquerque Journal, KRSN, and Facebook for this event.

Volunteer Hours: 4 Unique Patrons: 63

World Record Attempt: Most People Carving Pumpkins Simultaneously, October 26th, 2019:

Los Alamos Arts Council worked with many different groups and organizations to attempt to break the world record of Most People Carving Pumpkins Simultaneously. On October 25th, approximately 1200 pumpkins were delivered to Down Town Los Alamos. LAAC sold tickets for \$5.00 per person, and with that purchase, participants received a 24+ pound pumpkin, a wrist band, and a complementary carving kit and tea light set. Members of the public lined Central Avenue from 15th Street to Oppenheimer Drive. After instructions were given to the public, participants went to their quadrant, gutted their pumpkins, and on a signal, had to carve for at least five minutes (could be longer), and were required to carve at least two eyes, a nose, and a mouth. From Oct. 26th to late December, LAAC worked on completing all of the documentation to provide to Guinness World Records. As of the End of December, LAAC has not heard if the record was broken. The event was a success in the community. Members of the community and beyond enjoyed themselves and have told LAAC that they would like to do something similar in the future. The process to attempt to break the record began in February of 2019. LAAC began to poll residents of Los Alamos to see if they would be interested in trying to break the World Record of Most People Carving Pumpkins Simultaneously. By May of 2019, there were enough residents interested, LAAC began to work in earnest to create an event to break the record. 13% of the tickets purchased online went to participants who do not live in Los Alamos. LAAC approximates that 5-7% of the people who purchased tickets in person, either at CB Fox, the LAAC office, or events, were not Los Alamos Residents. LAAC estimates that closer to 1200 people were on Central Avenue for the attempt, as many people came to observe the event, as well as the additional personnel needed as stewards, witnesses, timers, and their family/friends. LAAC received a grant from LANL Community Partnerships Office and Los Alamos MainStreet. LAAC raised over \$6000.00 in sponsorship from local businesses and community members. LAAC advertised in the Los Alamos Daily Post, Los Alamos Monitor, the Albuquerque Journal, as well as posted to Instagram and Facebook weekly. There were also yard signs, displays at CB Fox, and a banner on the overpass near the high school. LAAC also provide posters to be put up in all the schools in Los Alamos Public School District.

Volunteer Hours: 100 Unique Patrons: 1160 tickets sold

LAAC worked with: Flowers by Gillian, KRSN, DK & the Affordables, Los Alamos County, CB Fox, Bennetts Fine Jewelry, Smith's Marketplace, Aspen Copies, Los Alamos Family Eyecare, Metzger's Hardware, Century Bank, Exit Realty, Pajarito Brew Pub, Creative Los Alamos, Los Alamos Children's Dentistry, Daniels Café, Ruby K's Bagel Café, The Karen Wray Gallery, Los Alamos Community Extension, Los Alamos MainStreet,

David's Old Fashioned Barber Shop, Philip J Dabney PC, and Don Taylors. Outside of Los Alamos, LAAC also partnered with Pumpkin Masters/Signature Brands, Pueblo Fruits and Vegetables Inc, and Frank's Supply Company.

Pumpkin Glow, October 26th, 2019:

The Pumpkin Glow is an established tradition for the Los Alamos Arts Council. As a part of Halloweekend, LAAC invites members of the community to bring their carved pumpkins for display on Fuller Lodge Lawn. Before the glow, The Los Alamos Music Teachers Association presents the Masquerade Recital, where the students, teachers, and audience are invited to wear their costumes for the recital. The glow began at 6 pm, with pumpkins that were carved at home on display. The "House of Boo," a local neighborhood, presented a display of pumpkins that were carved by the families, and displayed with spooky lights, sounds, and costumed "guards." Other local groups of friends also put on displays, including a set of constellations, a hot air balloon, and a home-grown pumpkin, weighing over 100 pounds. Some of the jack-o-lanterns carved by the community during the World Record Event were also included as a part of the display. This year there were several entrances to the field, and patrons were able to walk up and down Central Avenue as well, viewing pumpkins carved by the community. LAAC is constantly working to create a traffic pattern that does not cause members of the public to have to wait for extended periods to view the pumpkins. This year, LAAC served as many patrons as in past years and received no complaints about having to wait in line to see the glow. LAAC will continue to work on the traffic patterns and will use the information gathered this year to plan next year's event. LAAC knows that many of the participants in the World Record Event stayed in Los Alamos to view the Pumpkin Glow after dark, and many commented about going out to eat in local restaurants. LAAC works with Los Alamos MainStreet and Creative District to plan and execute the Pumpkin Glow. LAAC also worked with Los Alamos County Parks Department for the hay bales to display the pumpkins, and Los Alamos County for the permitting process to hold the Glow on the Fuller Lodge Lawn. LAAC used Facebook, Instagram, and provided information for the glow to LA Daily Post, the Monitor, and KRSN, as well as a banner on the overpass near the high school, and yard signs placed in Los Alamos and White Rock.

Volunteer Hours: 20 Unique Patrons: 1548



Brown Bag Presentation: Shashi Charles and Bill Waganaar, November 6th, 2019

This concert was a unique performance, allowing the artists to showcase their take on songs, as well as perform unique pieces from their collection. Several patrons reported they enjoyed the performance to the Executive Director and Volunteer. Press Releases were submitted to the Daily Post and Monitor. It appears that the papers did not run them. There were no Facebook or Instagram posts. No posters were made. Yard Signs were used.

Volunteer Hours: 2 Unique Patrons: 28

Holiday Arts and Crafts Fair, November 23rd, 2019:

The Holiday Arts and Crafts Fair is a LAAC tradition. LAAC invites vendors from New Mexico, as well as Southern Colorado and other neighboring states, to provide a shopping experience for the Los Alamos Community. Most vendors are from outside of Los Alamos, many traveling over 100 miles to attend, and the next highest traveling between 30 and 40 miles. Patrons are mostly from Los Alamos, but some do come from neighboring cities/towns to shop at the fair. Often, vendors have patrons who follow them to fairs from all parts of the state. LAAC rents the Los Alamos Middle School Gym and Cafeteria to provide a space for the vendors. This year, there were fewer vendors, as LAAC was able to determine that there were 11 known craft fairs in New Mexico. LAAC will continue to work with vendors for the 2020 fair and advertise to Los Alamos residents. LAAC asked vendors to let us know when they would like to have next year's fair, the same weekend before Thanksgiving, or a week earlier. On the survey collected the day of the Fair, the response was overwhelmingly for the same weekend. Vendors from previous years were polled via an online survey. There were only 12 responses from over 100 emails sent. The response was 50/50. LAAC worked with the Girl Scouts of America and the Immaculate Heart of Mary Catholic Church in Los Alamos to cross-promote events. The three organizations knew of each other's fairs and provided posters at their venues for patrons to see. LAAC used Facebook, Instagram, and provided information for the Craft Fair to LA Daily Post, the Monitor, the Reporter, and KRSN, as well as a banner on the overpass near the high school, and yard signs placed in Los Alamos and White Rock.

Volunteer Hours: 45 Unique Patrons: 1000

Brown Bag Presentation: Kathleen Ryan, December 4th, 2019:

Kathleen Ryan came to Los Alamos from Mountainair, New Mexico. She performed a stunning array of her compositions, as well as a few holiday pieces that she arranged for piano. Ten surveys were returned after this performance. Most responses stated that they knew about the concert by the Daily Post Article, or that they already know that LAAC holds the event on the first Wednesday. Press Releases were submitted to the Daily Post and Monitor. Posters were made and distributed, and yard signs were placed.

Volunteer Hours: 2 Unique Patrons: 33

Fuller Lodge Open House, December 7th, 2019:

Los Alamos Arts Council participates in WinterFest Weekend by providing a space for multiple organizations to participate. Los Alamos Family Council provides the Cookie Walk in the Curtis Room of Fuller Lodge, the Boy Scouts of America sell holiday wreaths in the lobby, the Historical Society had a book signing in the Anteroom, and multiple groups perform in the Pajarito Room. The Chamisa Sing-Sations, the HillStrummers, the Jazz Project, and a local acapella singing group performed from 10 am to 2 pm. LAAC used Facebook, Instagram and provided information to the LA Daily Post, the Monitor, and KRSN, and the Reporter.

Unique Patrons: 404



Felecia Ford Trio, Concert, December 20th, 2019:

Los Alamos Arts Council wished to present a wintertime concert to the community. On Friday, December 20th, LAAC hosted Felecia Ford Trio, along with Bathtub Row Brewing Coop. Bathtub row provided Beer and Wine, and Secret City Kitchen provided food. The event was fun for all ages. LAAC used Facebook, Instagram, and provided information to the LA Daily Post, the Monitor, the Reporter, and KRSN. Posters were also made and distributed.

Volunteer Hours: 13 Unique Patrons: 37



Other information you want to share:

Collaborations Organized by LAAC

Meeting Dates

Arts Forum Meetings

Nov. 18th, 2019

Los Alamos Arts Council worked with the Arts Forum Group to provide the Evening of Arts and Culture on October 11th, 2019. The group provided a successful evening throughout the Creative District of Los Alamos. The November meeting was a follow up of the event, and planning on the calendar for the remainder of 2019 and into the 2020 year, so that organizations could see when other groups are planning events. The Calendar went live for the group on December 17th.

Participants served through Arts Council Programs per Quarter:

Directly: 4977 patrons

Indirectly:

1. 140 New Followers on Facebook and Instagram
2. 2724 people visited the website
3. Over 300,000 reaches by Facebook and Instagram Posts
4. An estimated 1000 people would have seen our ads/articles in the newspapers and online advertising.