



# 2010 Albuquerque Arts Survey

## Summary of Results

**January 2011**

Conducted by The Audience Building Consortium

on behalf of the City of Albuquerque Cultural Services Department

# Table of Contents

|  |    |
|--|----|
| 2010 Albuquerque Arts Survey.....  | 1  |
| Who Sponsored The Survey?.....   | 3  |
| Survey Overview.....   | 3  |
| Survey Audience.....   | 3  |
| Questions Asked by the Survey.....   | 4  |
| What are the Answers?.....   | 4  |
| SHARED EMAILS: Are local arts organizations interested in sharing their email databases?.....  | 5  |
| SHARED PROMOTION: Are local arts organizations and artists interested in paying for shared marketing efforts? If so, how do they value these efforts?..... | 6  |
| CENTRALIZED CALENDAR: Is there a need in Albuquerque for a shared online calendar?.....  | 7  |
| CENTRALIZED TICKETING: Should a shared online calendar include centralized online ticketing?.....  | 9  |
| ARTS ON TV: Do we need a dedicated arts & culture TV station in Albuquerque?.....  | 10 |
| TECHNOLOGY TRAINING: Should the Audience Building Consortium offer social media and technology training? .....   | 11 |
| What's Next?.....  | 12 |
| Questions? .....   | 12 |
| Appendix A: All Responses from Arts & Culture Organizations.....   | 13 |
| Appendix B: All Responses from Individual Creatives.....   | 20 |
| Appendix C: All Responses from Arts Patrons.....   | 27 |
| What was the best arts/cultural experience you had in the last year? .....   | 34 |

# Who Sponsored The Survey?

This survey was conducted on behalf of the City of Albuquerque Cultural Services Department and the Audience Building Consortium (facilitated by Creative Albuquerque) to solicit information on how to improve and coordinate marketing and promotional efforts for artists and arts & cultural organizations in the Albuquerque metro area, and to figure out how best to attract and serve patrons.

## Survey Overview

With this survey, we aimed to gauge both the needs as well as the opportunities for arts and culture in Albuquerque.

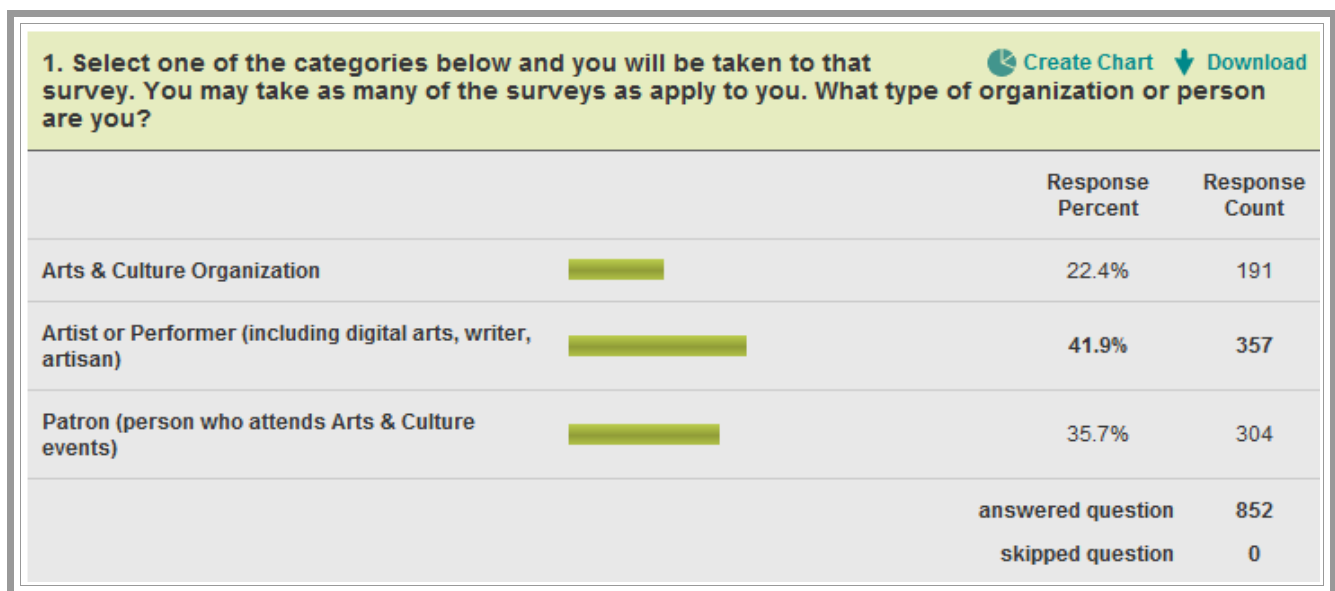
The survey was conducted from November 15-31, 2010 using the online tool, surveymonkey.com. The survey was promoted heavily on creativeabq.com, facebook.com, dukecityfix.com, and using a variety of email lists throughout the city.

## Survey Audience

The survey was organized to reach respondents of 3 types:

1. Arts & culture organizations
2. Individual arts and creatives
3. Patrons of the arts

852 respondents answered one or more survey questions that applied to their audience type.



# Questions Asked by the Survey

The survey was designed to answer the following questions:

1. Are local arts organizations and artists interested in sharing their email databases with the intent of reaching a larger audience together?
2. Are local arts organizations and artists interested in paying for shared marketing efforts? If so, how do they value these efforts?
3. Is there a need in Albuquerque for a shared online calendar?
4. Should a shared online calendar include centralized online ticketing?
5. Do we need a dedicated arts & culture TV station in Albuquerque?
6. Should the Audience Building Consortium offer social media and technology training?

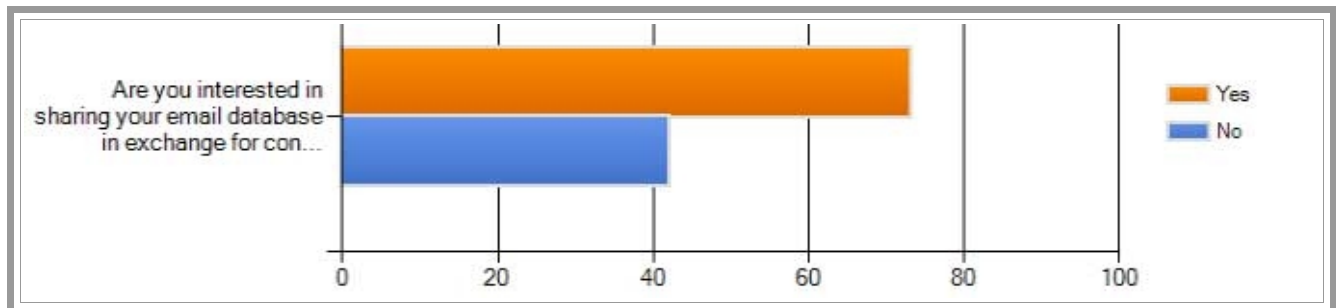
## What are the Answers?

We're pleased to say that community responses provided clear direction on most of the above questions.

These answers will be discussed on the following pages.

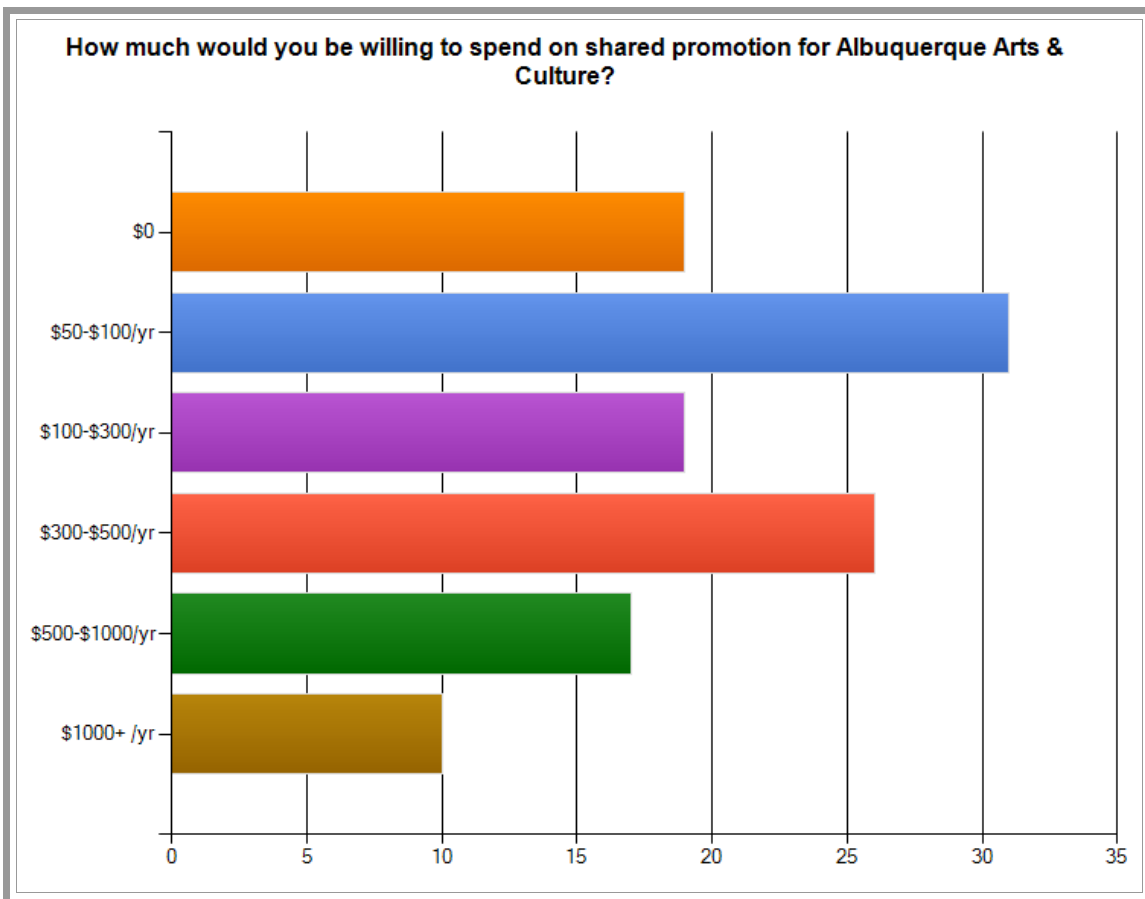
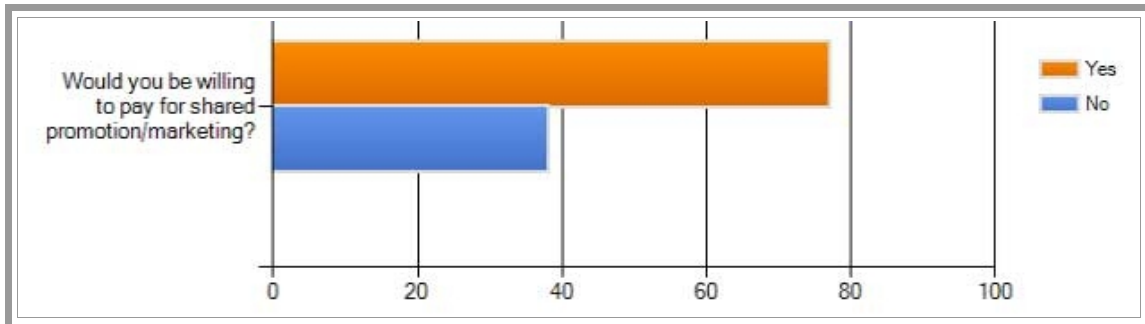
## SHARED EMAILS: Are local arts organizations interested in sharing their email databases?

Yes, **64%** of responding arts organizations are interested in sharing their email database in exchange for contacts from other organizations. 191 Albuquerque arts organizations responded to the survey.



# SHARED PROMOTION: Are local arts organizations and artists interested in paying for shared marketing efforts? If so, how do they value these efforts?

- Yes, **67%** of responding arts organizations are interested in paying for shared marketing and promotion.
- 59% were willing to pay **more than \$100 per year** for shared marketing and promotion.
- 191 Albuquerque arts organizations responded to the survey.

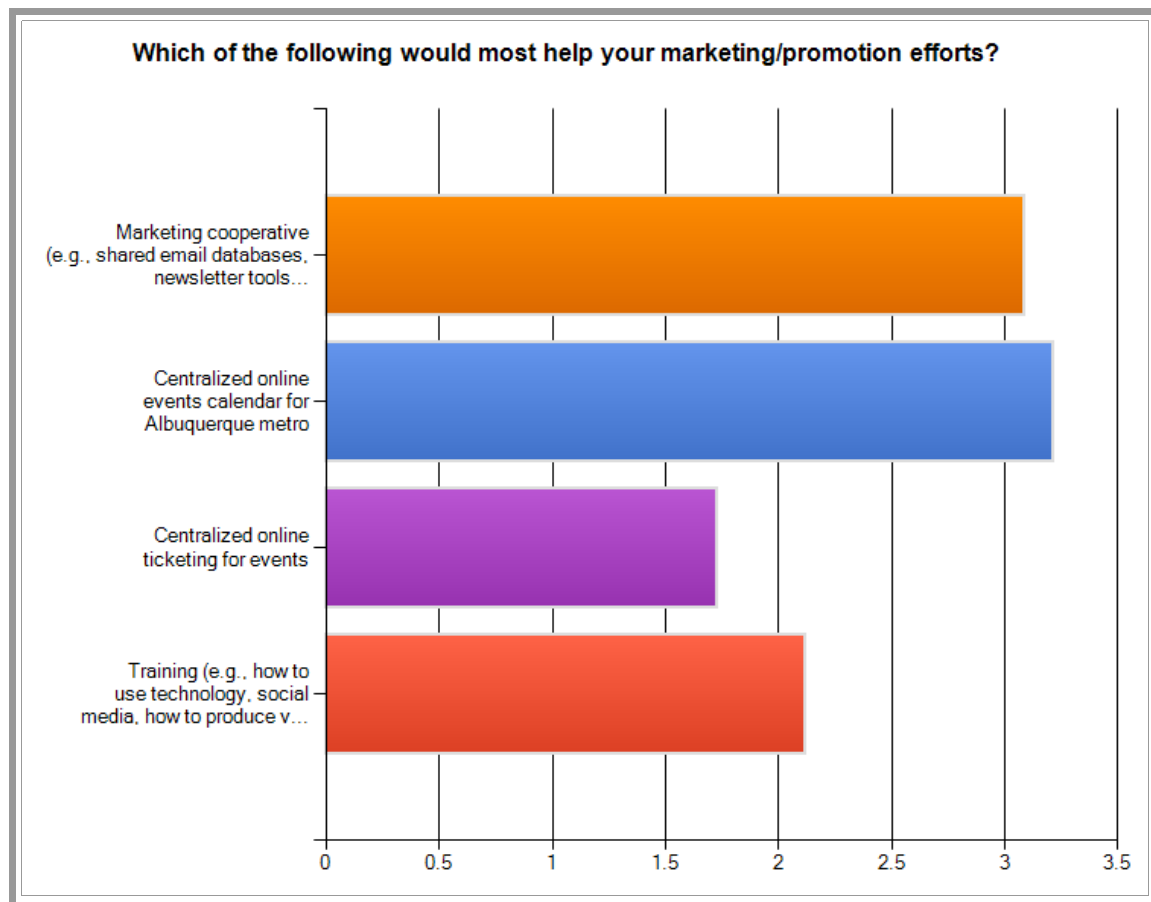


# CENTRALIZED CALENDAR: Is there a need in Albuquerque for a shared online calendar?

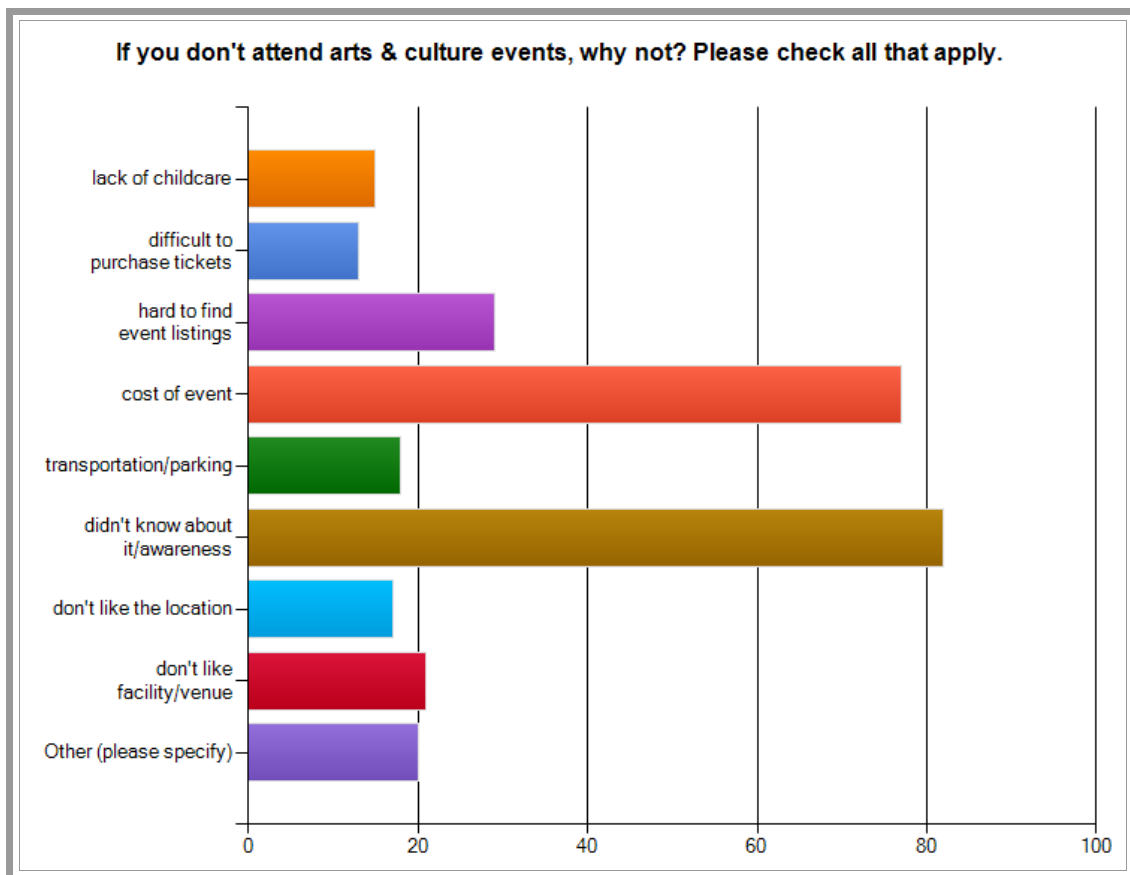
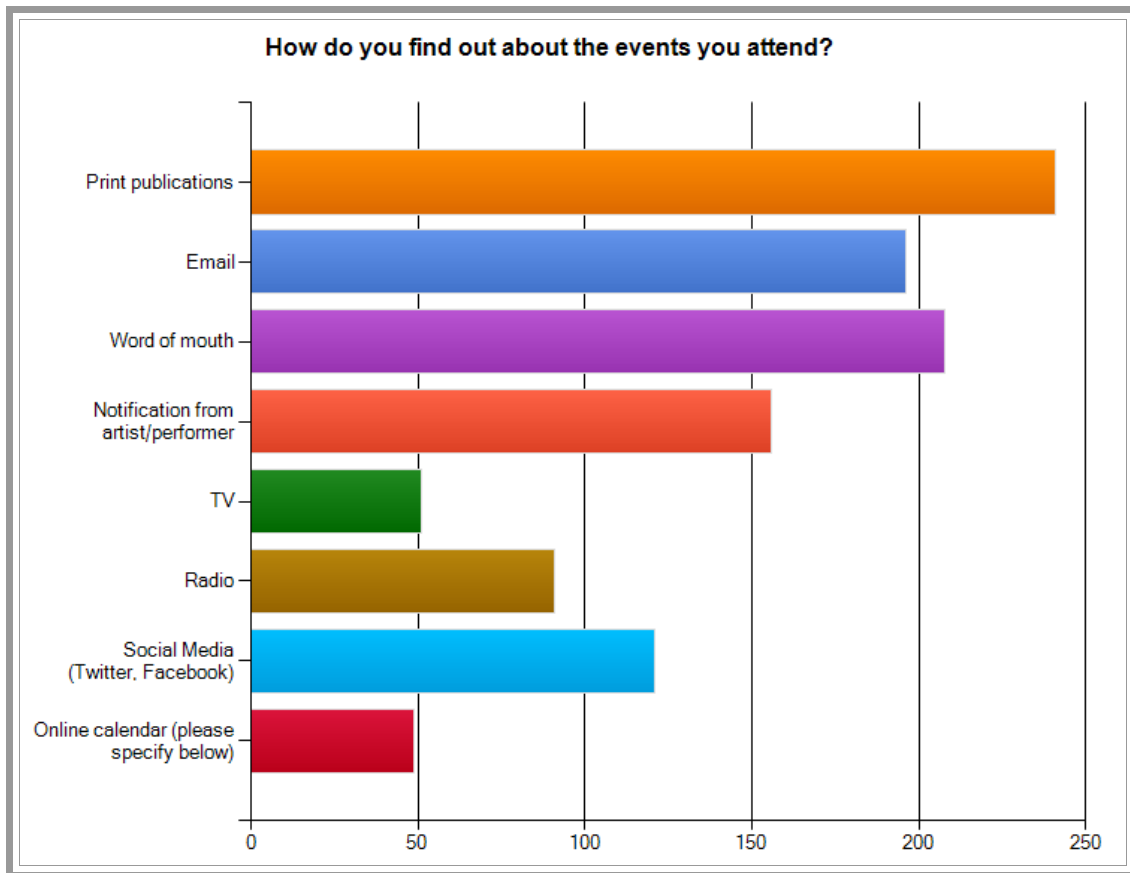
Yes, both arts organizations and artists would like to see an centralized events calendar for Albuquerque.

**63% of patrons report a lack of awareness** of local events and 90% currently rely on print publications for event listings.

For both arts organizations and individual creatives, a centralized calendar was the highest ranked suggestion for improvement.

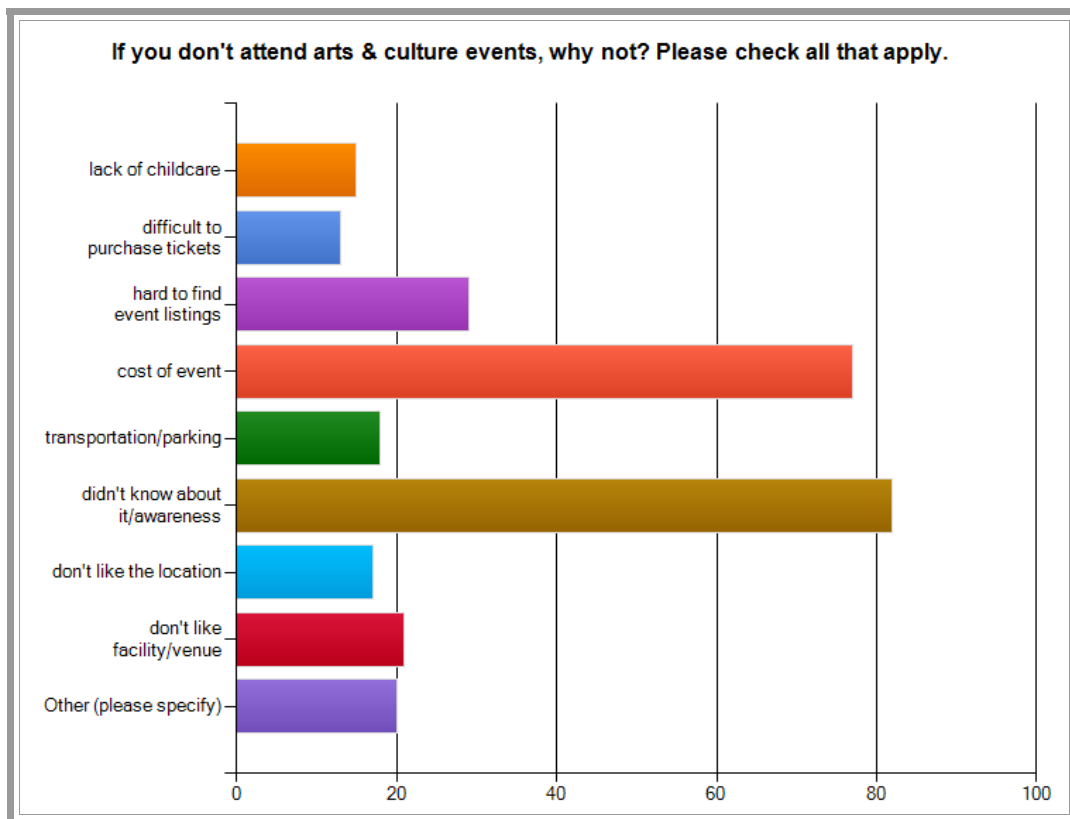
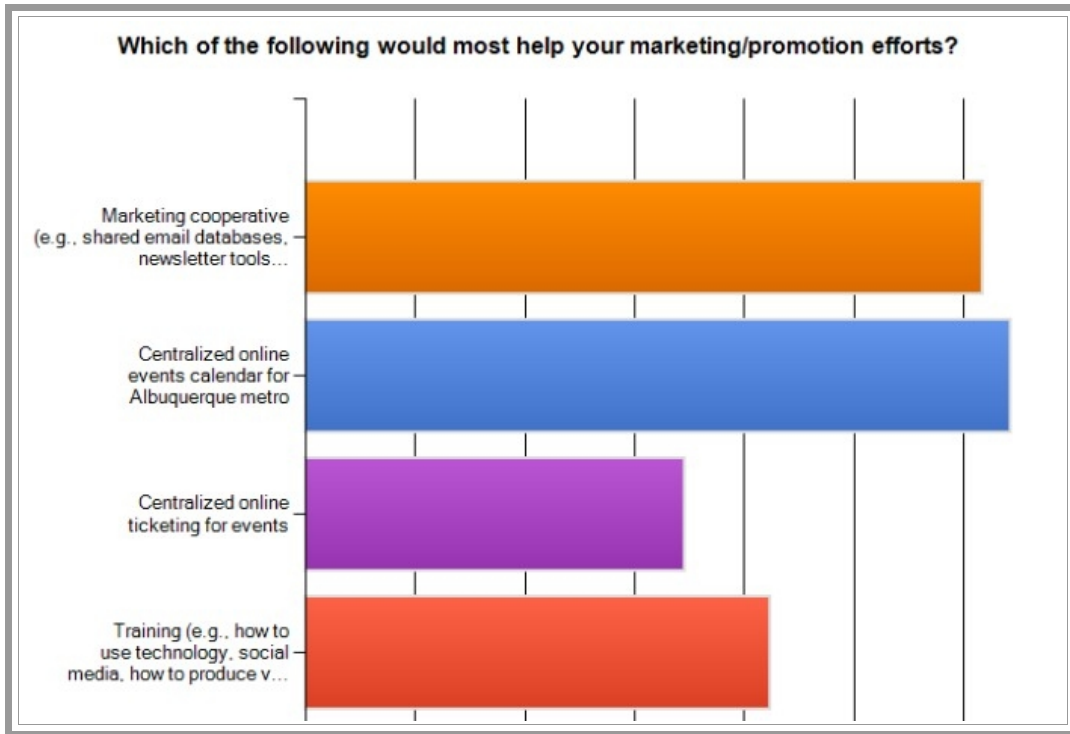


Only 18% of arts patrons find out about events using an online calendar; 90% rely on print publications. (Patrons could select more than one choice hence totals do not add up to 100%.) **63% of patrons report a lack of awareness** of local events.



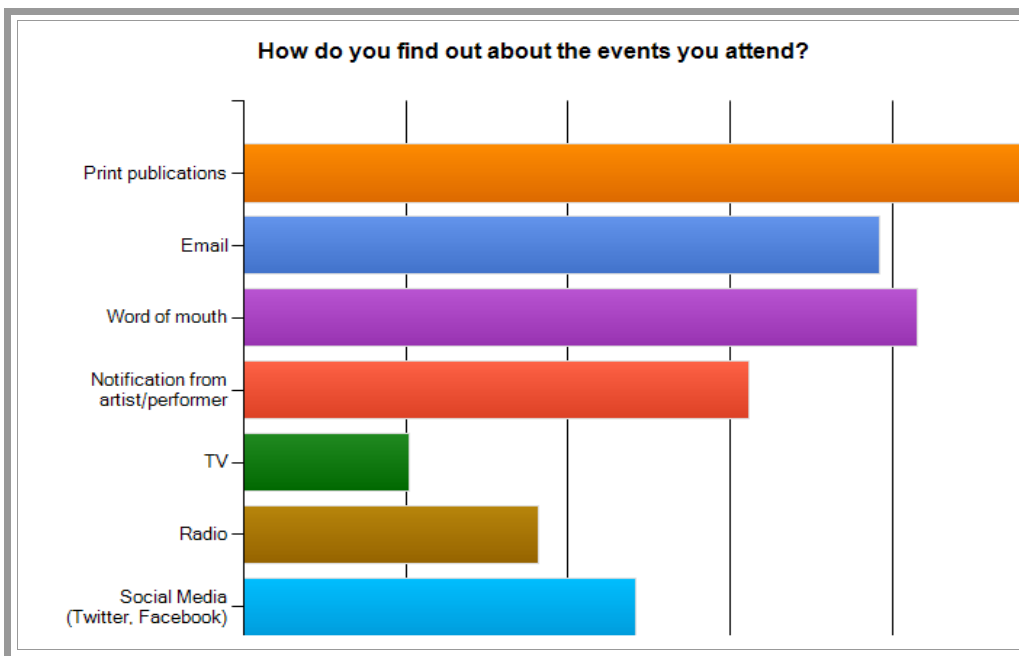
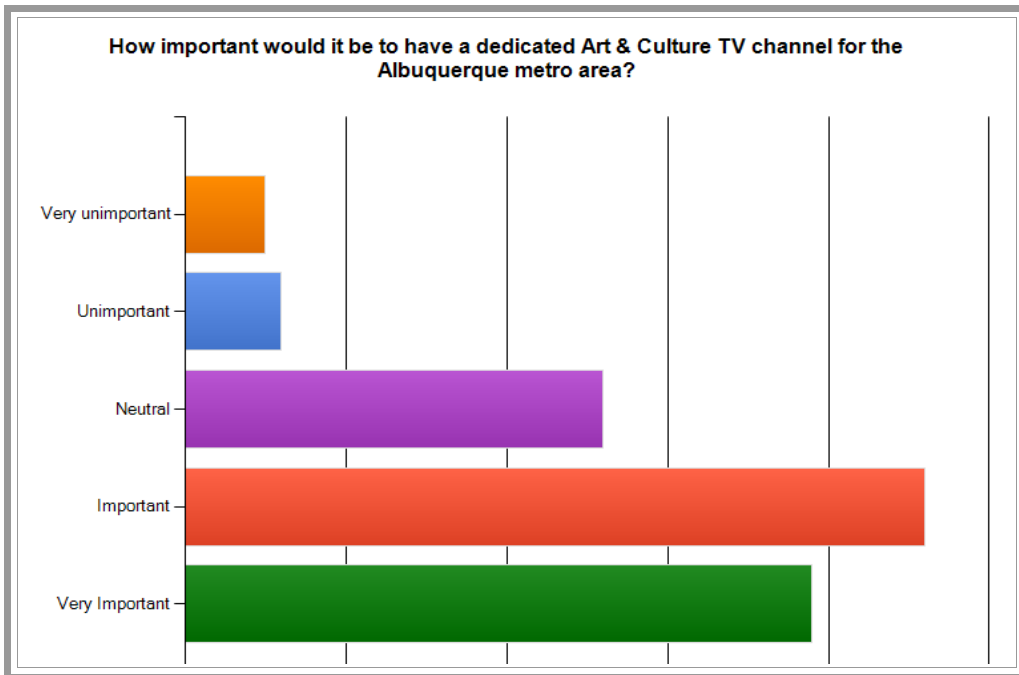
# CENTRALIZED TICKETING: Should a shared online calendar include centralized online ticketing?

No, centralized ticketing ranked last (“least helpful”) for arts organizations responding. Furthermore, arts patrons indicated that the ability to purchase tickets was not prohibitive. In fact, purchasing tickets was the least important reason for not attending local events.



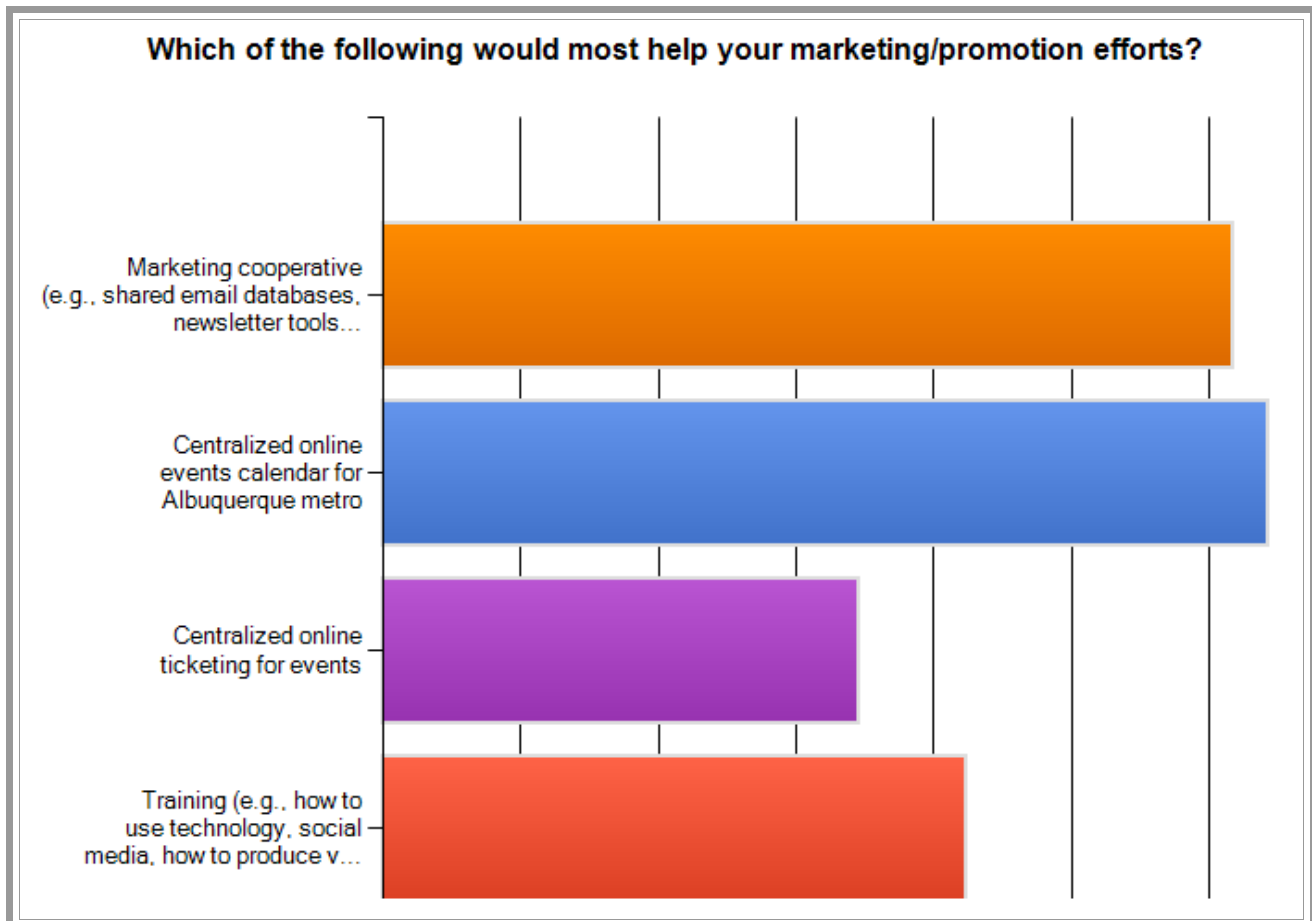
# ARTS ON TV: Do we need a dedicated arts & culture TV station in Albuquerque?

Yes, **70%** of responding arts organizations indicated that a dedicated arts & culture TV channel would be important or very important. However, the survey results indicate that **patrons do NOT currently look to TV** for arts coverage so developing an arts & culture channel would require significant promotion in order to enter the public awareness.



# TECHNOLOGY TRAINING: Should the Audience Building Consortium offer social media and technology training?

**Maybe.** Arts organizations indicate this is not their most important priority for improvement. Any social media or technical training should probably be informal and part of shared marketing efforts.



# What's Next?

The Audience Building Consortium on behalf of the City of Albuquerque will be moving forward as follows:

1. Publish this information at <http://www.abqartsurvey.com> and <http://www.cabq.gov/publicart/>
2. Issue a press release about the results to the Journal and other interested media.
3. Invite stakeholders (organizations, artists, patrons) to participate in focus groups to discuss key areas of the findings.
4. Conduct feasibility research and funding analysis for a centralized events calendar and arts & culture TV station.

# Questions?







If you have questions about any of this research, please feel free to contact us at **publicart@cabq.gov**.

# Appendix A

## All Responses from Arts & Culture Organizations

**1. What art form does your organization represent or promote? You may choose more than one.**

[Create Chart](#) [Download](#)

|   |   | Response Percent   | Response Count |
|---|---|--|----------------|
| Music   |  | 39.3%  | 48             |
| Crafts  |  | 25.4%  | 31             |
| Visual arts / photography                     |  | 51.6%  | 63             |
| Literary arts                                 |  | 20.5%  | 25             |
| Performing arts (theatre, dance, spoken word) |  | 48.4%  | 59             |
| Digital Media (including TV, online, film)    |  | 28.7%  | 35             |
|   |   | Other (please specify)<br><a href="#">Hide Responses</a> | 18             |

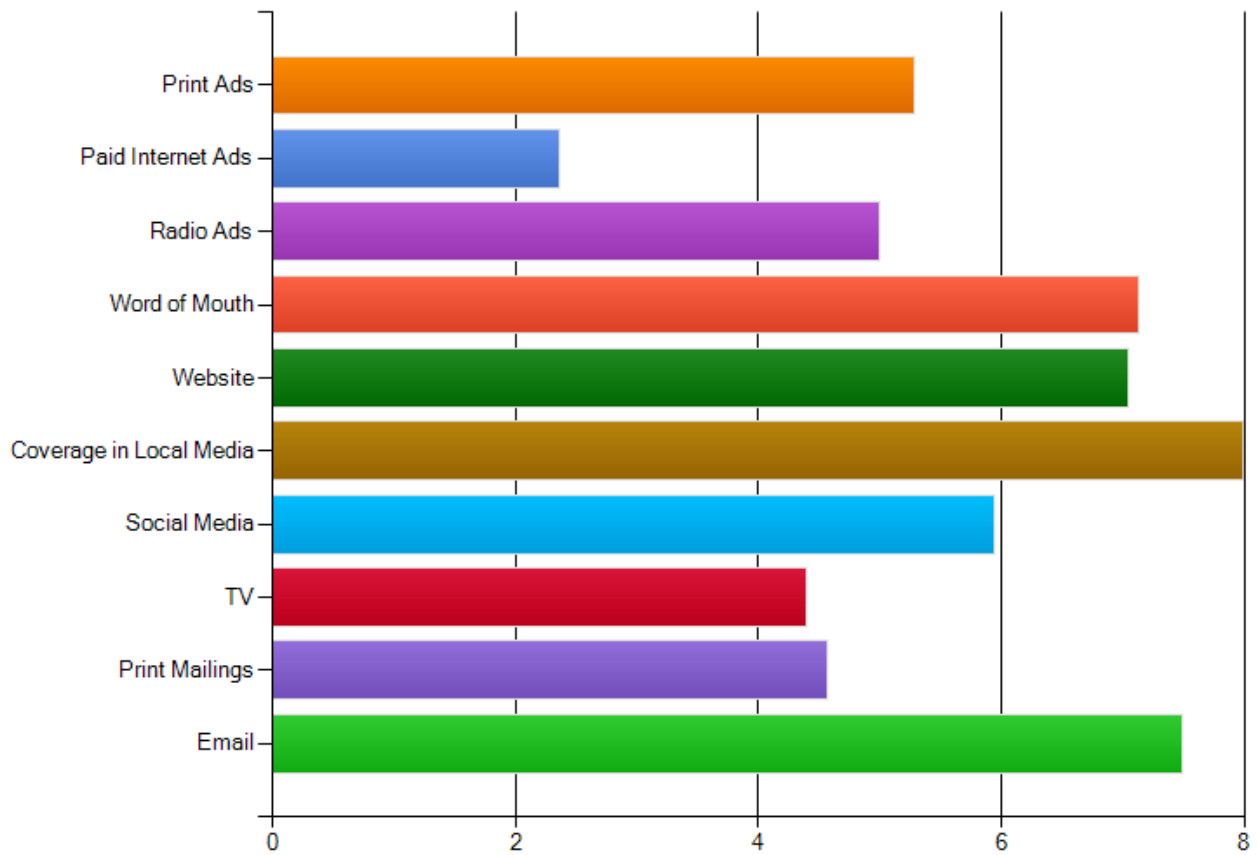
|   |                            |                         |
|---|----------------------------|-------------------------|
| 1. Creative Albuquerque                         | Tue, Nov 30, 2010 8:24 PM  | <a href="#">Find...</a> |
| 2. Arts and media education                     | Tue, Nov 30, 2010 11:56 AM | <a href="#">Find...</a> |
| 3. digital media                                | Mon, Nov 29, 2010 3:57 PM  | <a href="#">Find...</a> |
| 4. Film fests                                   | Mon, Nov 29, 2010 1:47 PM  | <a href="#">Find...</a> |
| 5. all arts                                     | Mon, Nov 29, 2010 9:09 AM  | <a href="#">Find...</a> |
| 6. Museum                                       | Mon, Nov 29, 2010 9:06 AM  | <a href="#">Find...</a> |
| 7. Public Art                                   | Mon, Nov 29, 2010 8:25 AM  | <a href="#">Find...</a> |
| 8. creativity in general                        | Mon, Nov 29, 2010 8:07 AM  | <a href="#">Find...</a> |
| 9. social arts practice                         | Fri, Nov 26, 2010 8:30 AM  | <a href="#">Find...</a> |
| 10. public art                                  | Thu, Nov 25, 2010 12:16 PM | <a href="#">Find...</a> |
| 11. Public Art                                  | Thu, Nov 25, 2010 8:36 AM  | <a href="#">Find...</a> |
| 12. Cultural Arts (Multi mediums)               | Wed, Nov 24, 2010 4:59 PM  | <a href="#">Find...</a> |
| 13. paleontology, geology                       | Mon, Nov 22, 2010 4:59 PM  | <a href="#">Find...</a> |
| 14. archaeological interpretation               | Wed, Nov 17, 2010 9:10 AM  | <a href="#">Find...</a> |
| 15. Restoration Santa Fe Steam Locomotive #2926 | Tue, Nov 16, 2010 4:32 PM  | <a href="#">Find...</a> |
| 16. all art related organizations               | Tue, Nov 16, 2010 9:54 AM  | <a href="#">Find...</a> |
| 17. design                                      | Mon, Nov 15, 2010 8:35 PM  | <a href="#">Find...</a> |
| 18. Via Broadcast Radio                         | Mon, Nov 15, 2010 10:36 AM | <a href="#">Find...</a> |

2. What type of organization are you?

[Create Chart](#) [Download](#)

|                   | Response Percent | Response Count |
|-------------------|------------------|----------------|
| For profit        | 16.4%            | 20             |
| Non profit        | 59.0%            | 72             |
| Government        | 24.6%            | 30             |
| answered question |                  | 122            |
| skipped question  |                  | 730            |

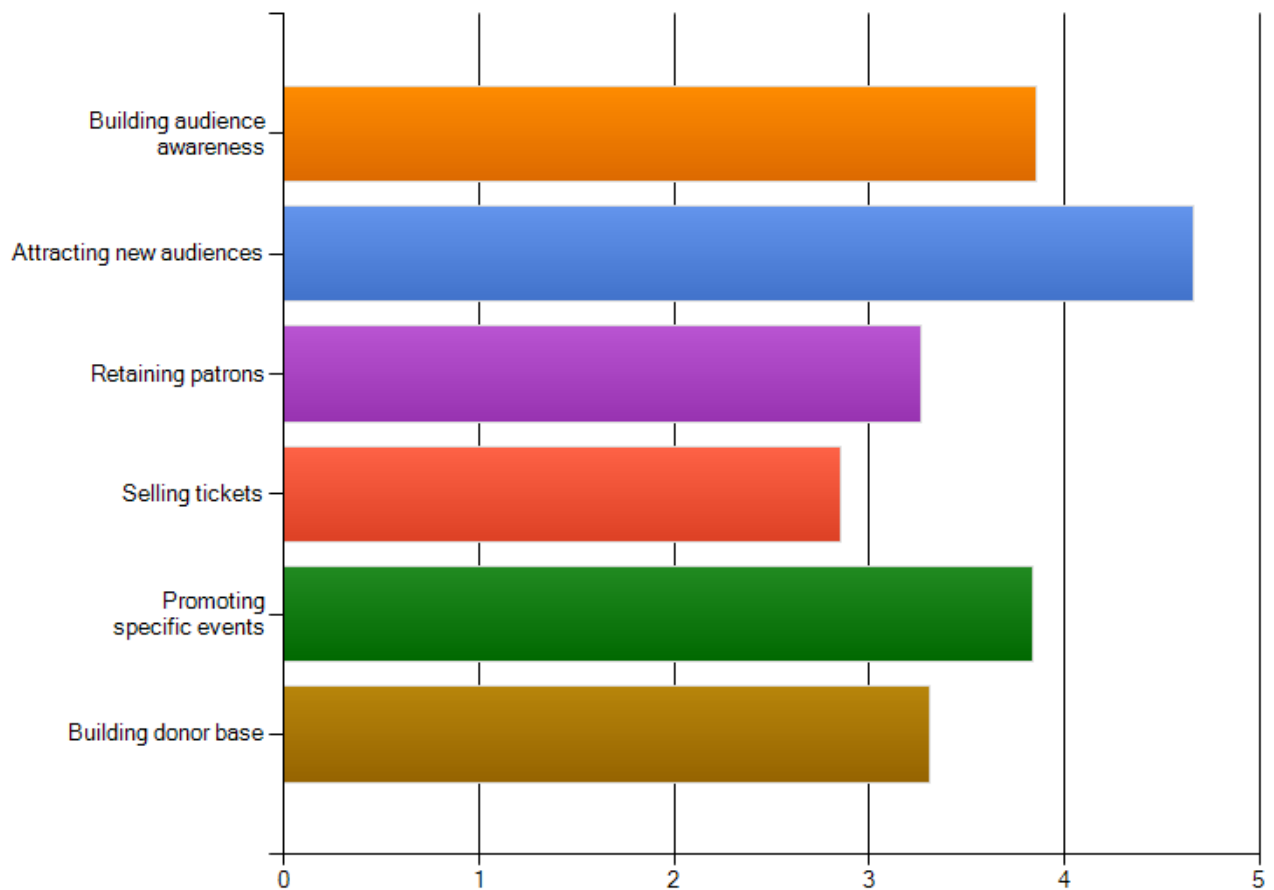
How important are the following for your efforts to market/promote your events? (Please rank.)



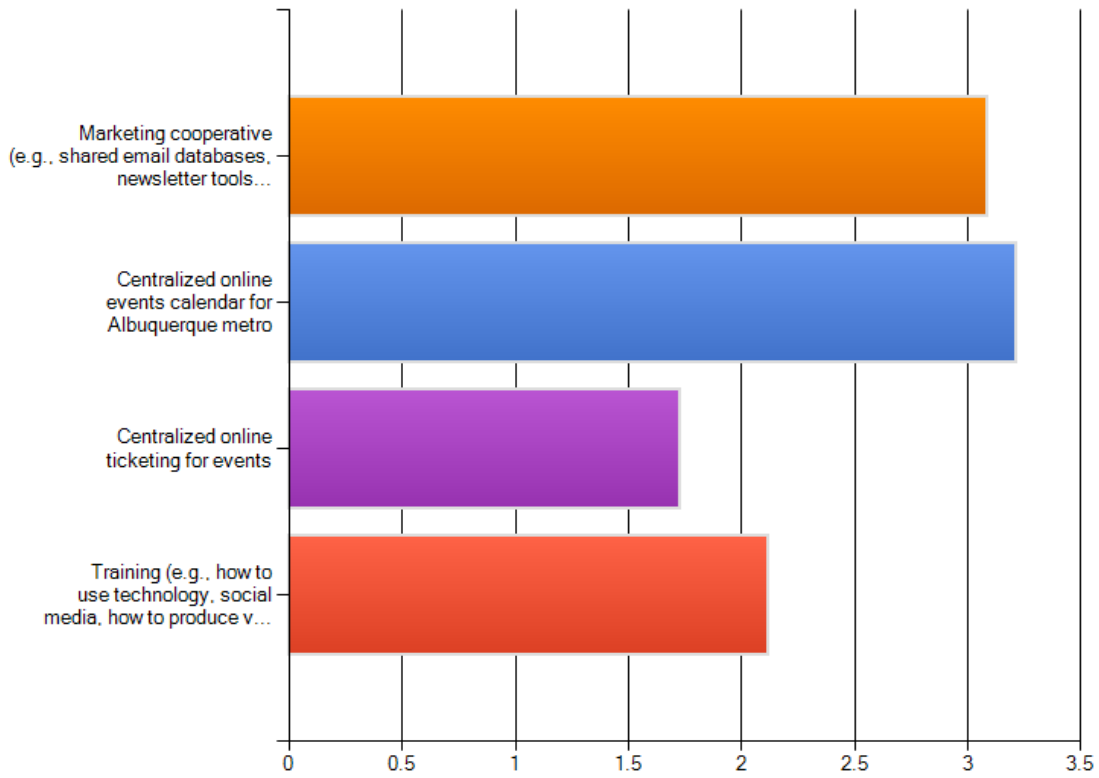
5. How important would it be to have a dedicated Art & Culture TV channel for the Albuquerque metro area? [Create Chart](#) [Download](#)

|                  |  | Response Percent  | Response Count |
|------------------|--|-------------------|----------------|
| Very unimportant |  | 4.1%              | 5              |
| Unimportant      |  | 4.9%              | 6              |
| Neutral          |  | 21.3%             | 26             |
| Important        |  | 37.7%             | 46             |
| Very Important   |  | 32.0%             | 39             |
|                  |  | answered question | 122            |
|                  |  | skipped question  | 730            |

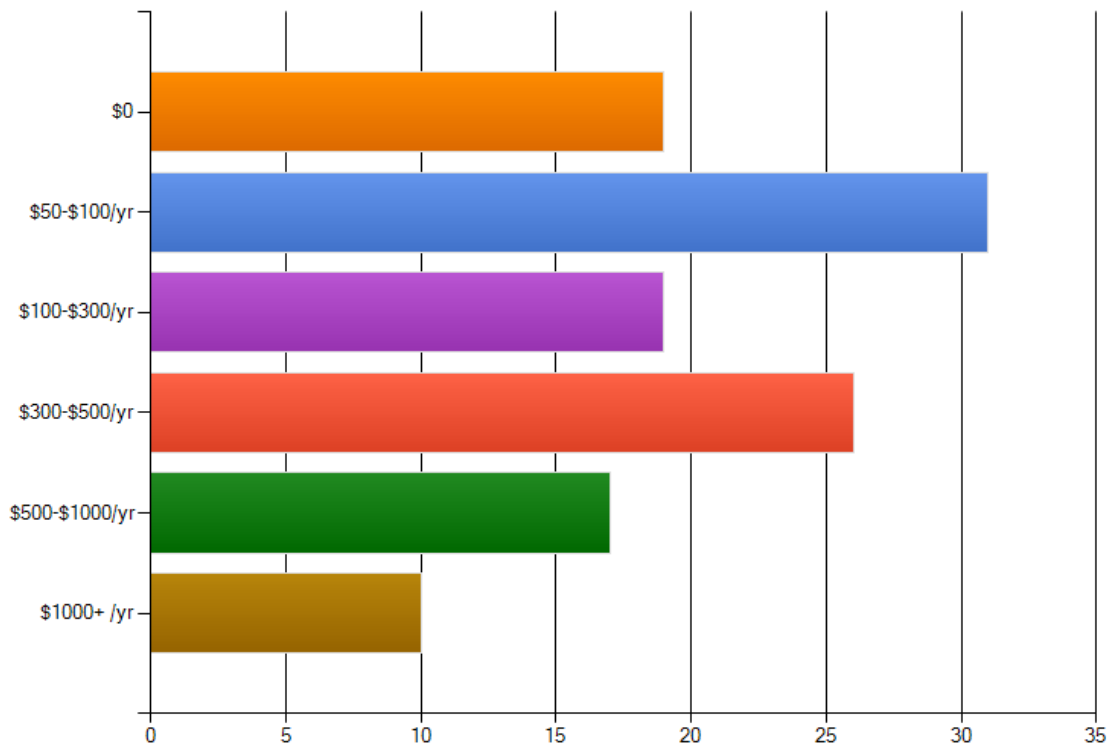
Please rank the importance of the following for your marketing/promotion goals?



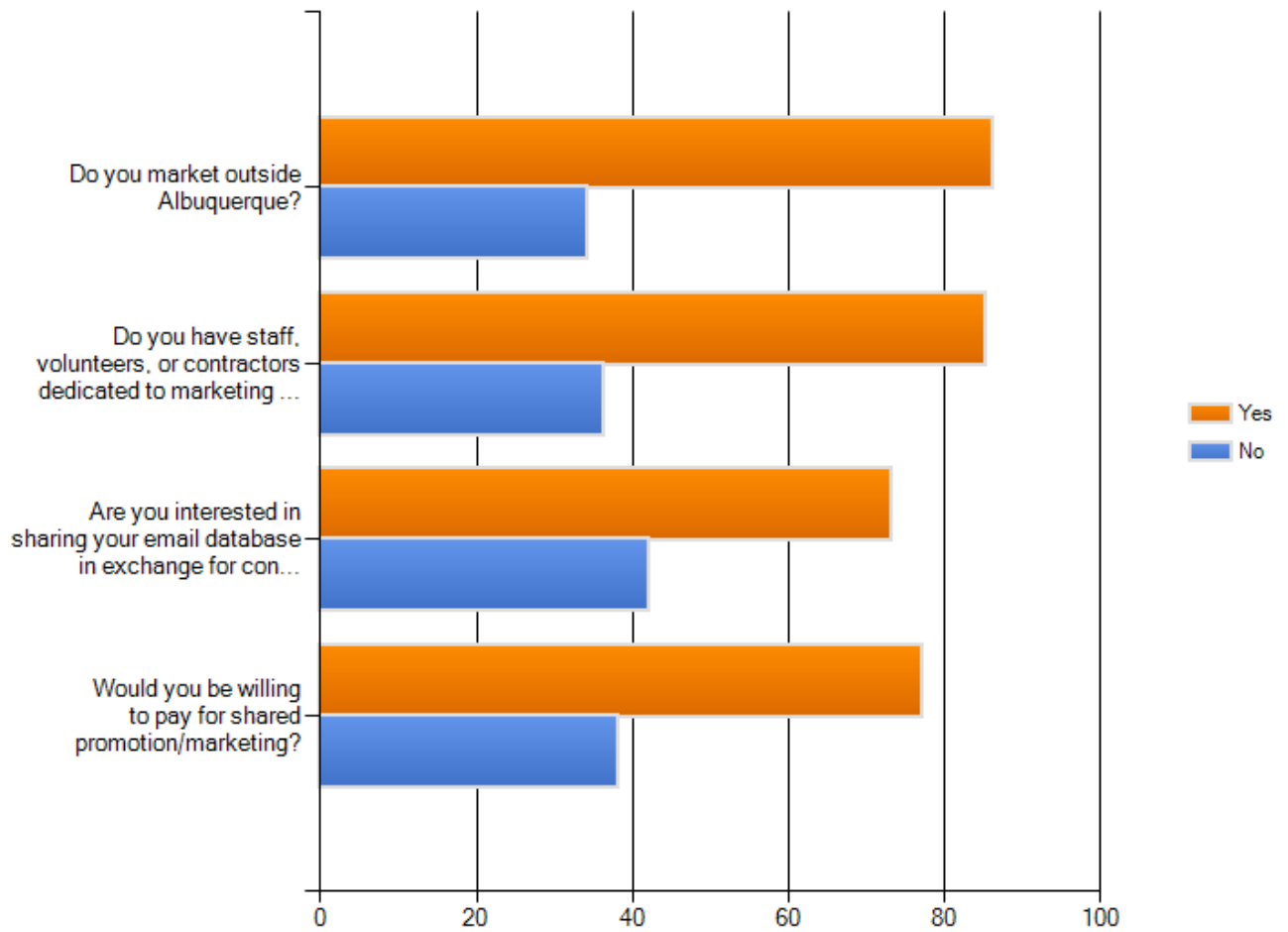
### Which of the following would most help your marketing/promotion efforts?

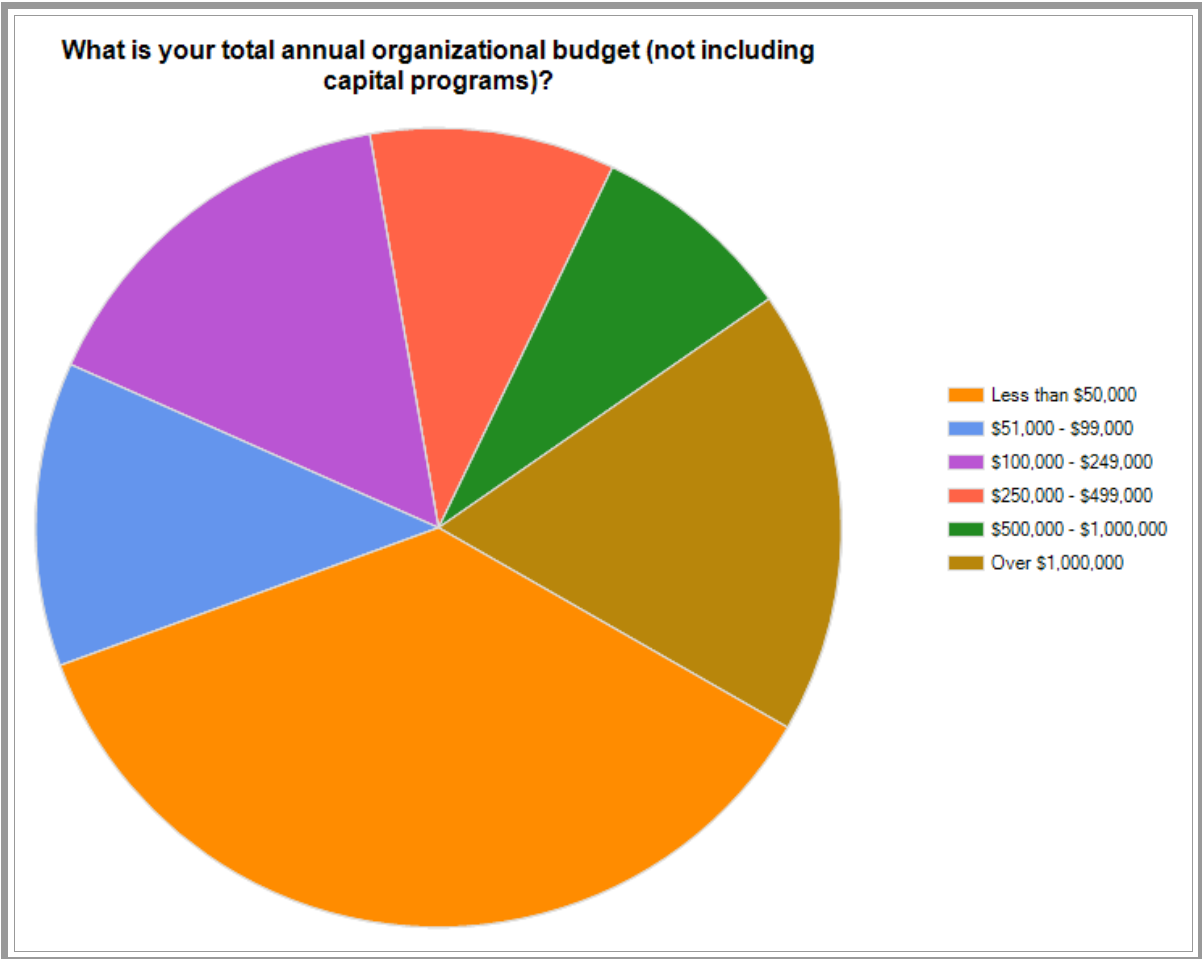
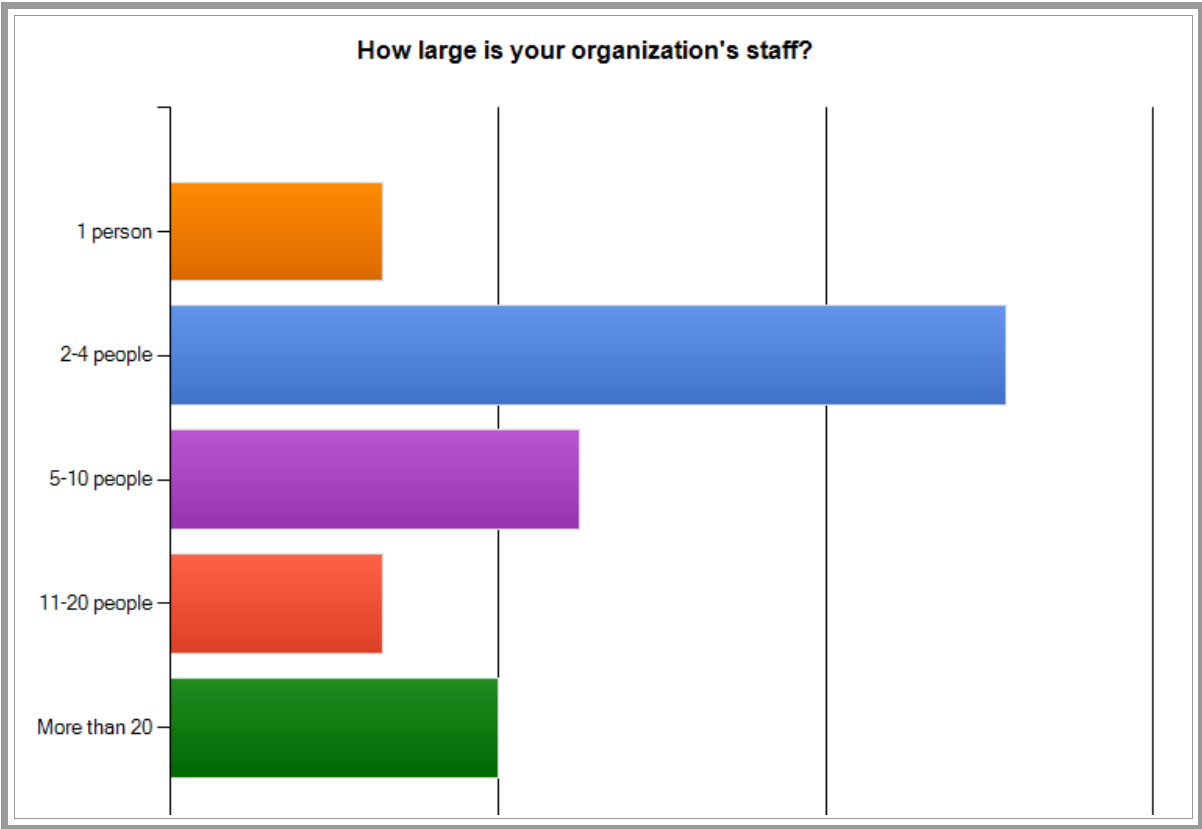


### How much would you be willing to spend on shared promotion for Albuquerque Arts & Culture?



### Tell us about your organization

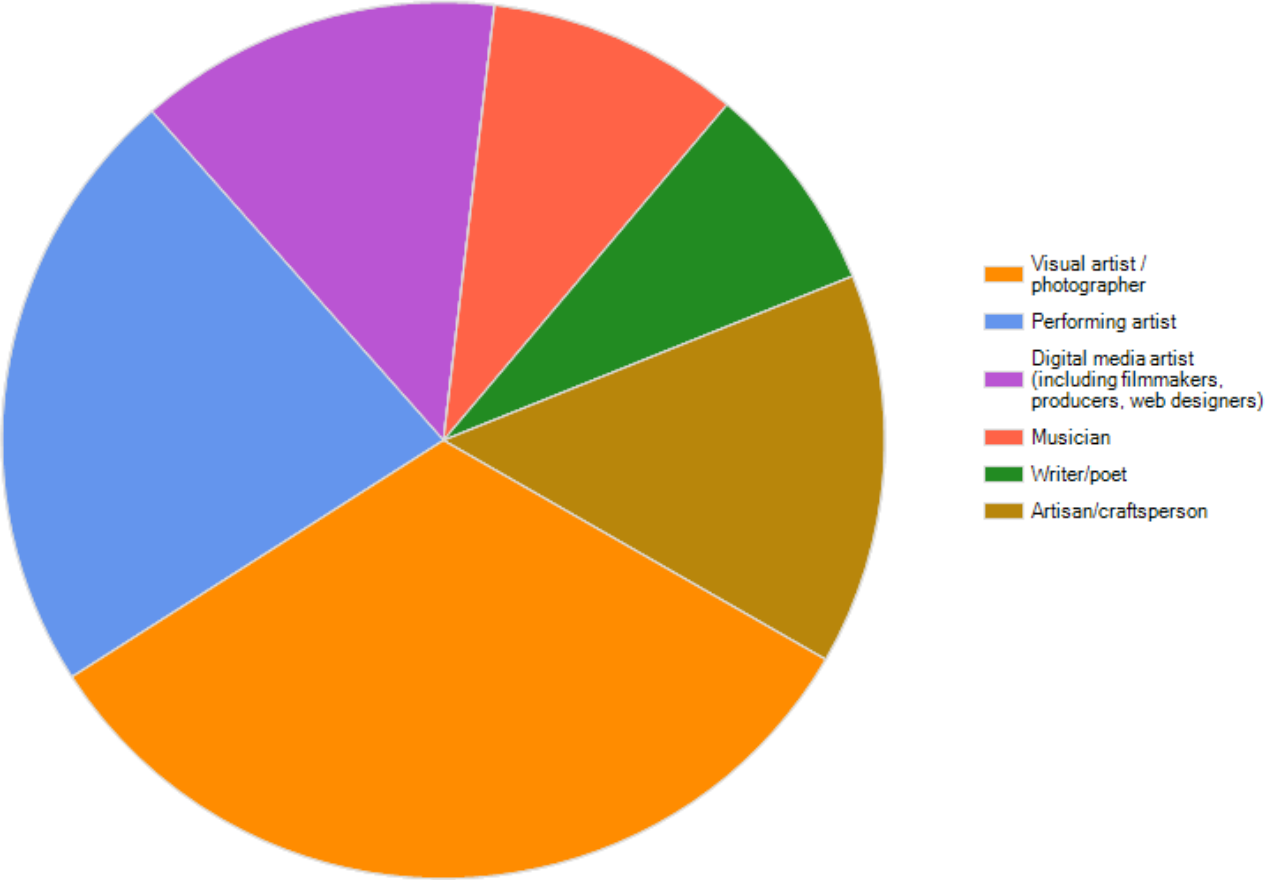




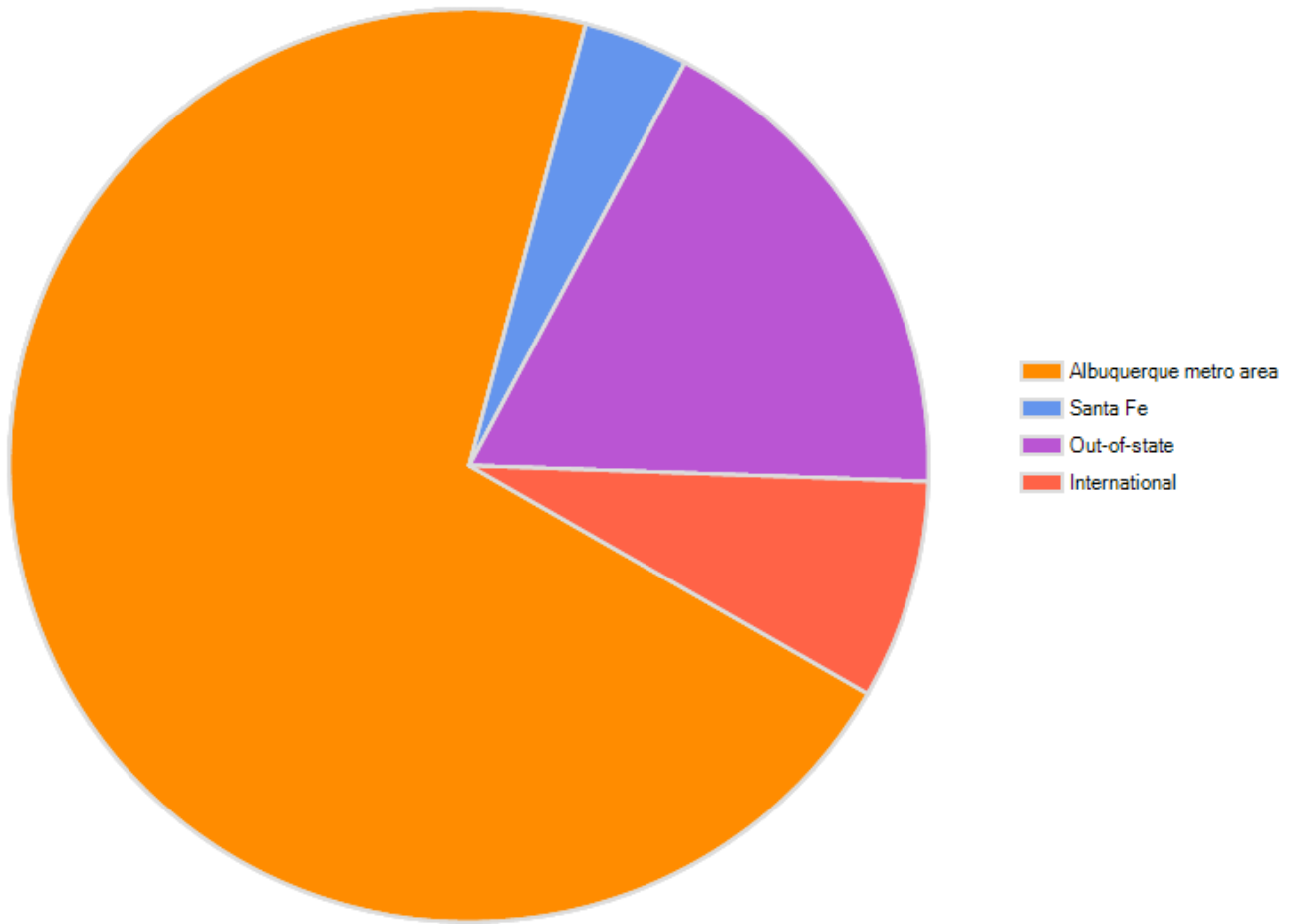
## Appendix B

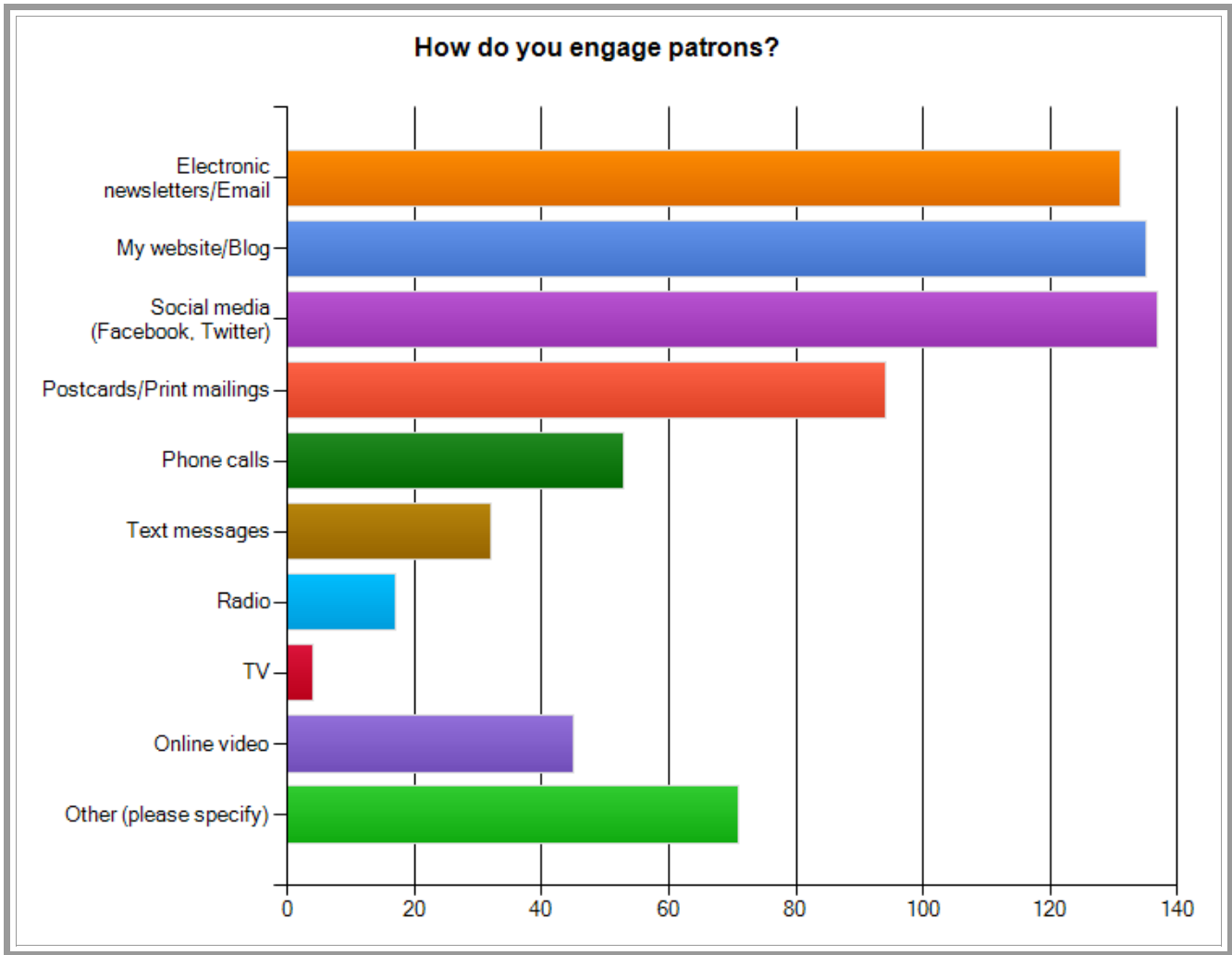
# All Responses from Individual Creatives

**What type of creative are you? Choose the category that most applies.**



**Where is your biggest market?**





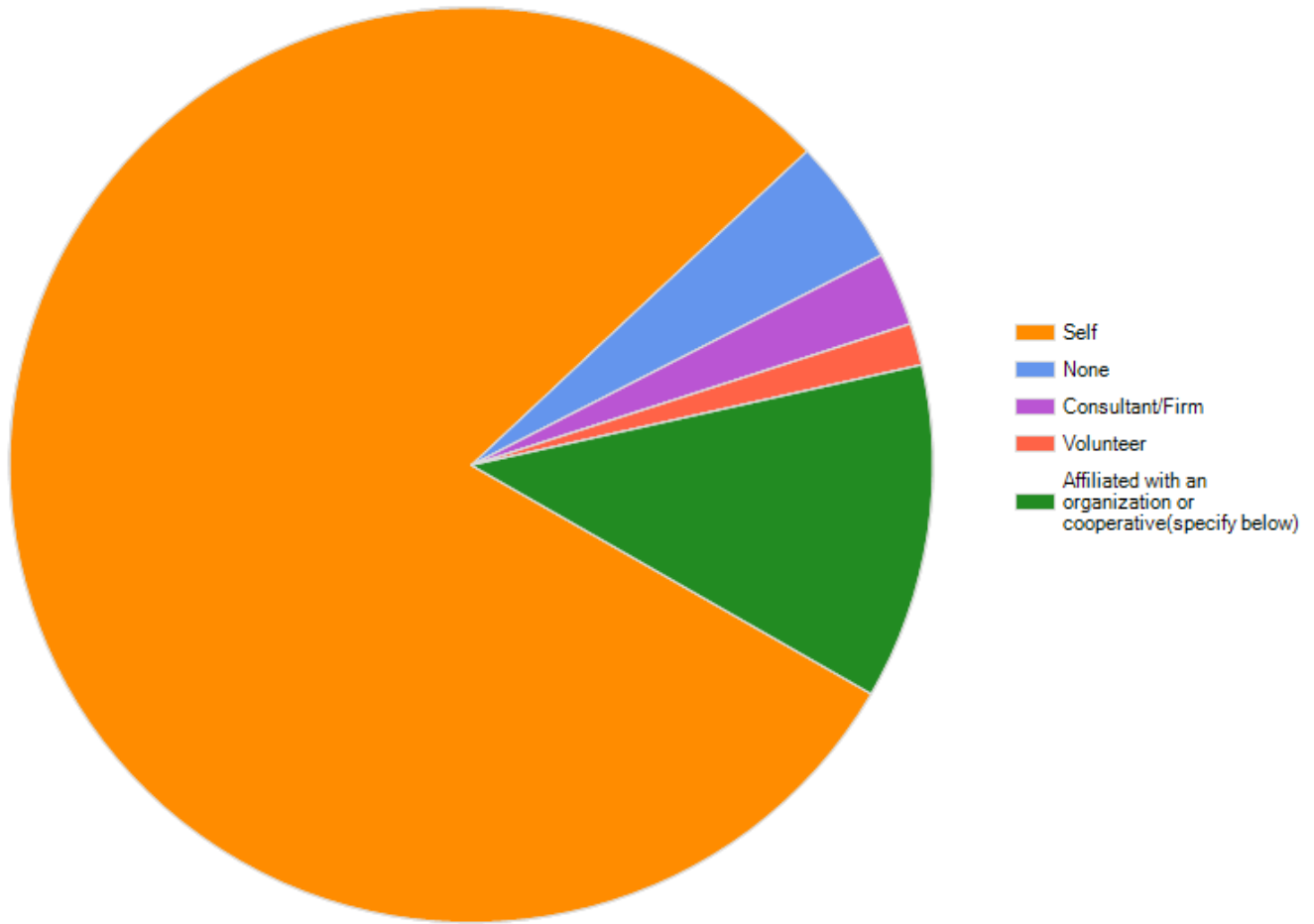
## Additional methods of engagement specified:

- |   |                           |
|---|---------------------------|
| AD in Alibi                                     | arts and crafts shows     |
| Advertising on billboards                       | Bus ads                   |
| Albuquerque Theatre Guild brochure              | Daily Lobo Newspaper      |
| All of above - Professional Networking          | Demos                     |
| apple for commissions found on the internet     | Duke City Fix             |
| Art Fairs                                       | Email newsletters         |
| Art Fairs and Galleries (here and out of state) | email, face to face       |
| art hangings around town                        | emails, flyers            |
| art organization exhibits                       | face-to-face events       |
| art shows                                       | Flyering the UNM area     |
| art shows, galleries                            | friends and word of mouth |

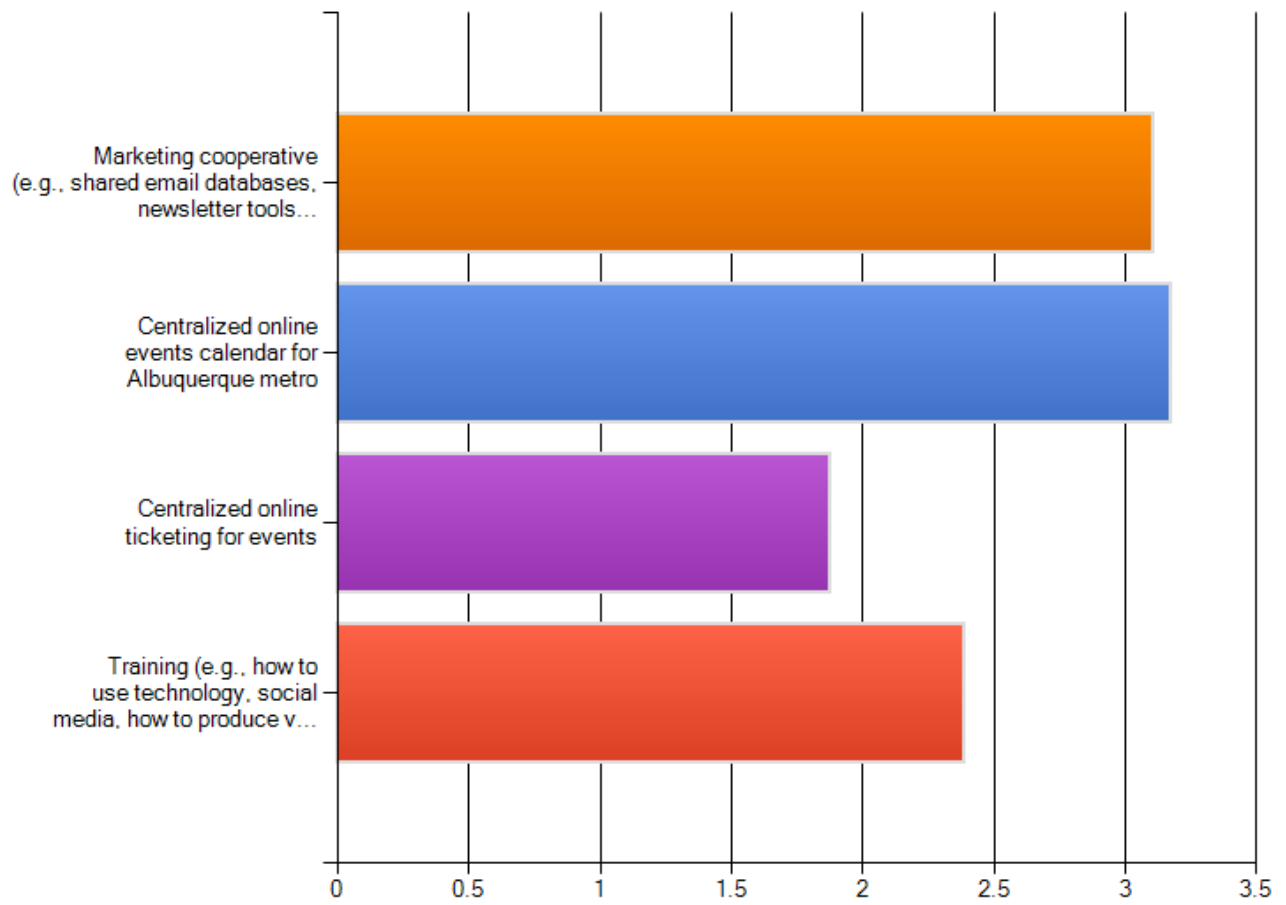
galleries , collectors and museums  
galleries/arts orgs  
gallery  
Galley  
hand out fliers  
I travel for shows and have a sales rep  
in person  
in person  
Internet, LinkedIn (professional, not social  
media)  
live performances  
monthly magazine  
my drawings/paintings are in galleries  
newspaper  
notify local newspapers  
Open studio / studio tour  
organization website  
person to person, very little marketing  
personal contact  
personal contact  
personal contacts  
personal referrals  
posters  
Press releases and epk  
print ads  
Print media/paid advertising

Print publications and books  
professional organizations and classes I teach  
public and community-based projects, visits  
and activities on-site, dedications  
Rainbow Artists  
Randomized environmental intrusions.  
Referrals, word of mouth  
selling at events  
showings  
This doesn't make sense.  
TV, Social Media, Performances, Phone Calls,  
Radio  
Web sites that promote art other than my own.  
word of mouth  
word of mouth  
word of mouth  
Word of Mouth  
Word of Mouth  
Word of mouth  
word of mouth  
Word of mouth  
word of mouth  
word of mouth  
writing events, web sites, publications  
written submissions  
you are very narrow

**Who does your marketing/promotion?**



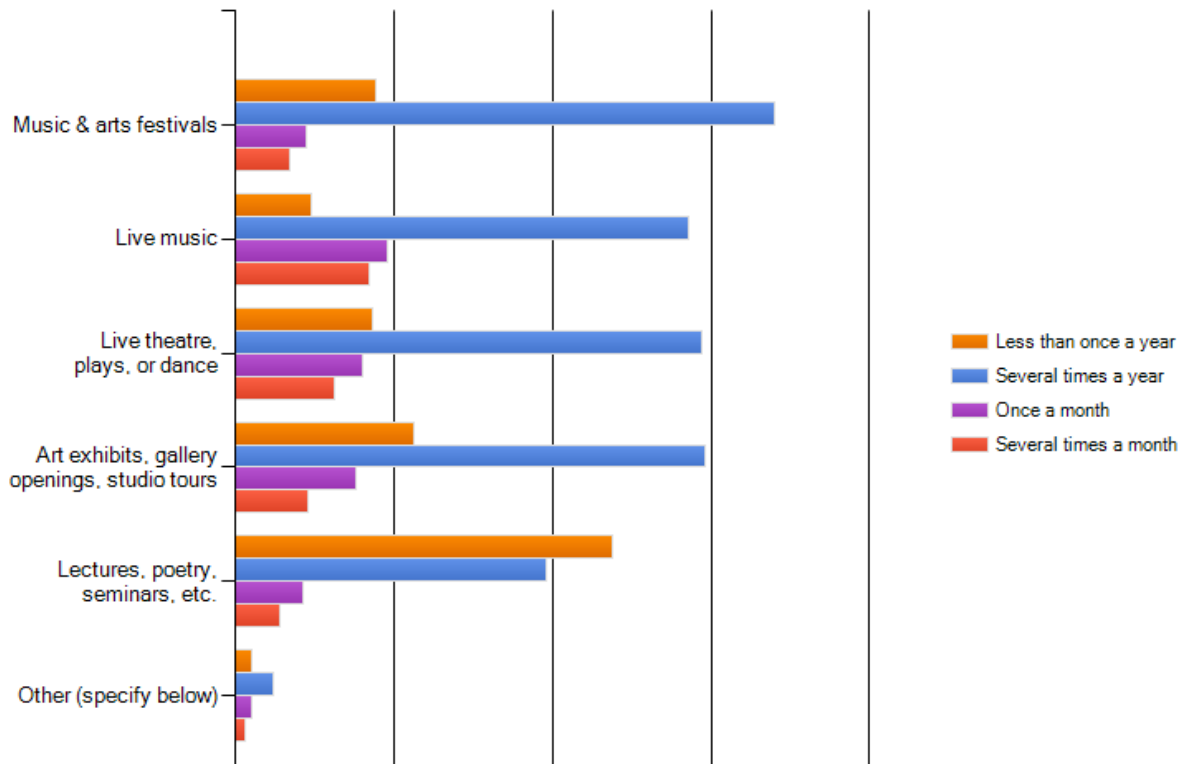
**Which of the following would most help your marketing/promotion efforts?**



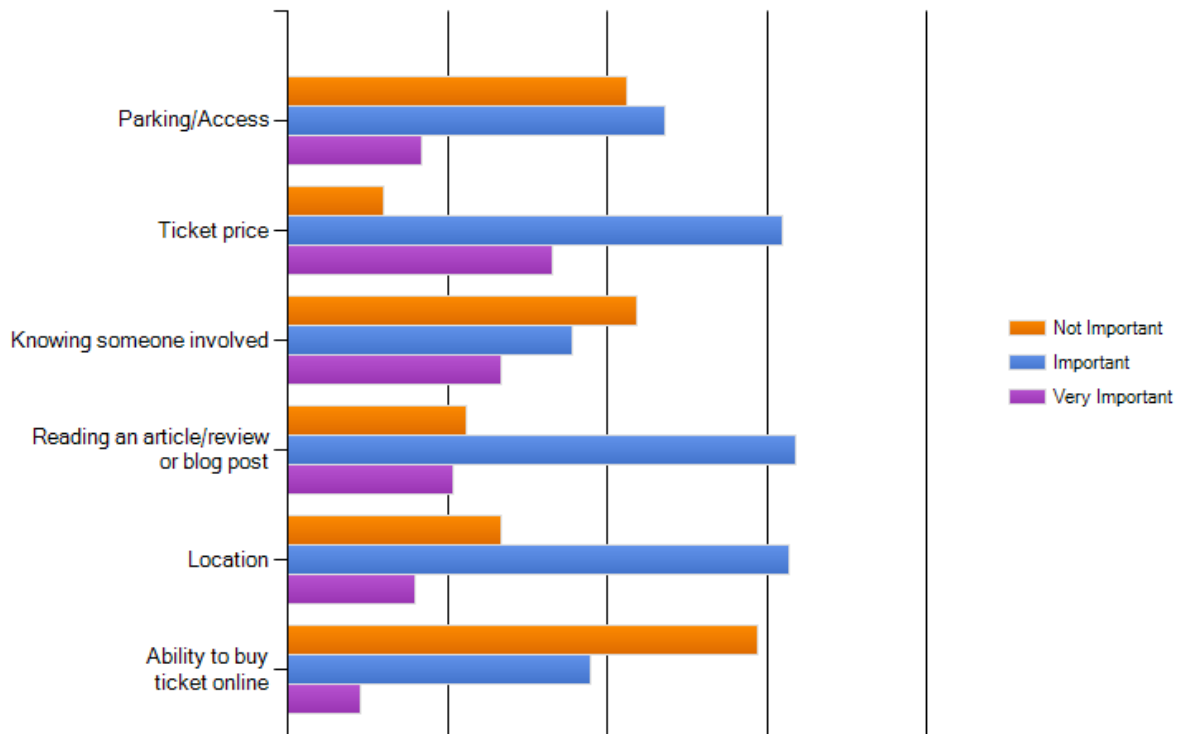
# Appendix C

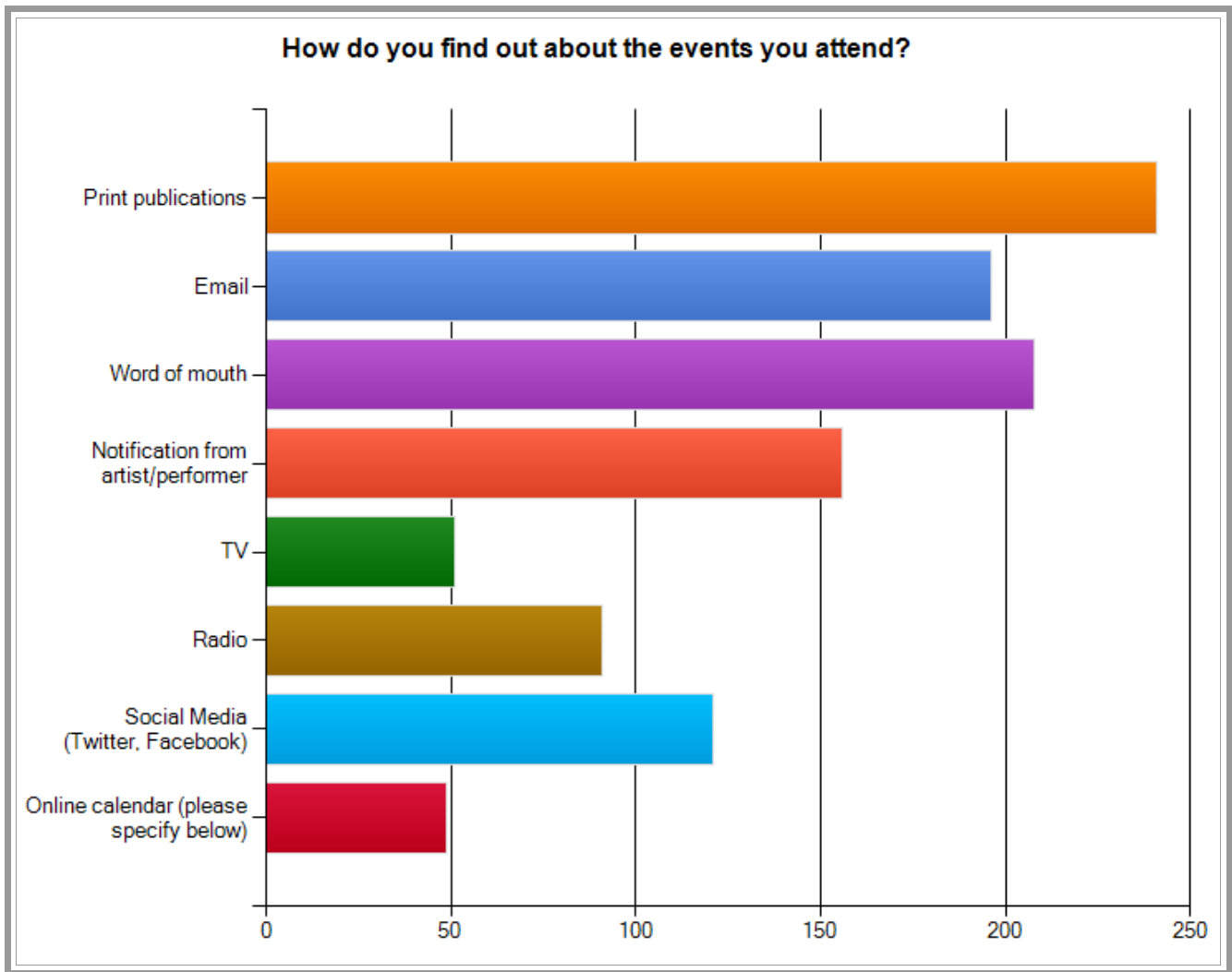
## All Responses from Arts Patrons

### How often do you attend arts and cultural events in Albuquerque?



### When deciding what to do in Albuquerque, how important are the following factors?





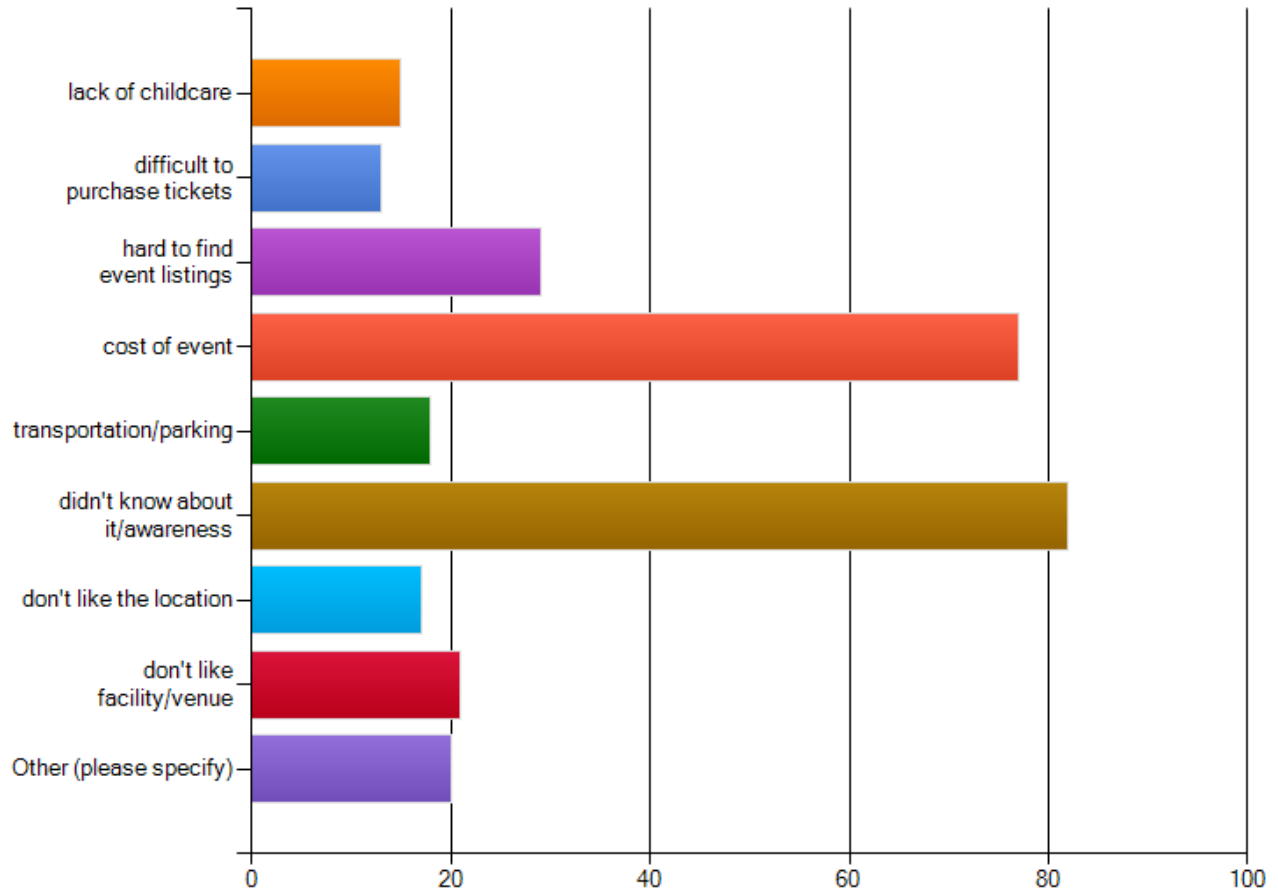
## Online calendars specified:

ABBA  
 Abq. Theatre Guild, QClaps, Creative ABQ.  
 etc...  
 abqARTS underground , Duke City Fix, Alibi  
 abqarts.com  
 Albuquerque CVB  
 Albuquerque Theatre Guild  
 Albuquerque Theatre Guild  
 Albuquerque Theatre Guild website  
 alibi  
 alibi

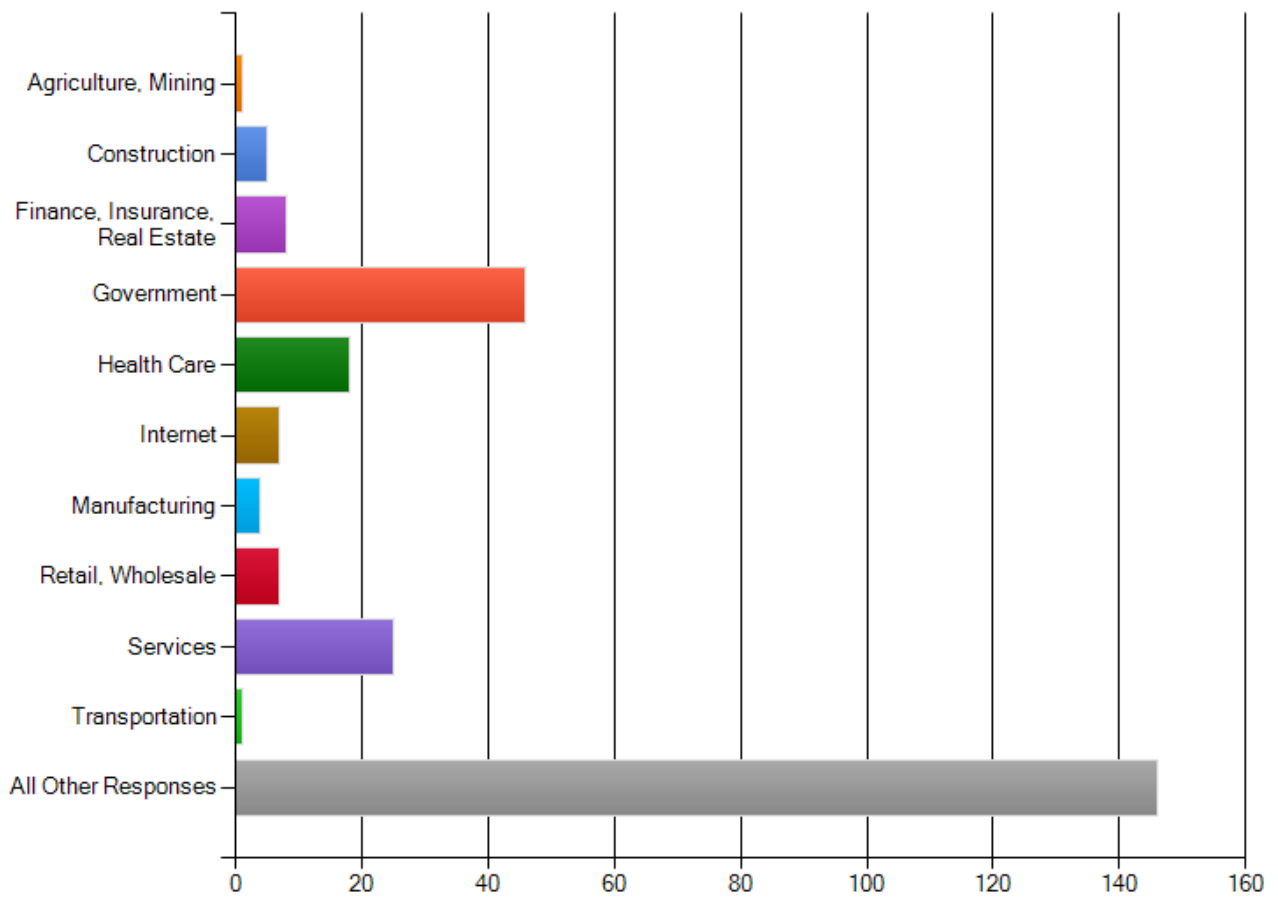
Alibi Online DukeCity Fix Forget The ABQ  
 Journal its a waste  
 Alibi, ABQ magazine  
 Alibi, Local IQ  
 ATG  
 ATG  
 ATG  
 ATG and Q-Claps and GuldCinema.com  
 BLogs - ABQ on the Cheap, Duke City Fix, etc.  
 City of Albuquerque web sites  
 Collector's Guide

|   |  |
|---|--|
| Collector's Guide                               | their calendars  |
| Creative ABQ                                    | KUNM   |
| Creative Albuquerque                            | not TV or Radio...never. I would have                      |
| Creative Albuquerque                            | designed this question to be ranked. This may              |
| DAT newsletter                                  | be generational, too.                                      |
| duke city fix                                   | Public Library calendar                                    |
| Duke City Fix                                   | Q CLAPS  |
| duke city fix                                   | Q Claps; Gould e-mail                                      |
| Duke Clty Fix                                   | q-claps  |
| Duke City Fix                                   | QClaps   |
| Duke City Fix or Alibi Website                  | qlaps, used to use Albuquerque Arts                        |
| dukecityfix.com                                 | REPORTER   |
| dukecityfix.com                                 | The Alibi  |
| dukecityfix.com or alibi.com                    | The loss of the Arts Alliance calendar has                 |
| email calendars from different groups/venues,   | been tragic  |
| e.g. Tricklock, VSA/N4th, Duke City Fix         | theatre guild email, alibi, Abq Journal Venue,             |
| I generally search the different venues to view | Qclap  |
|   | <a href="http://www.abqtheatre.org">www.abqtheatre.org</a> |

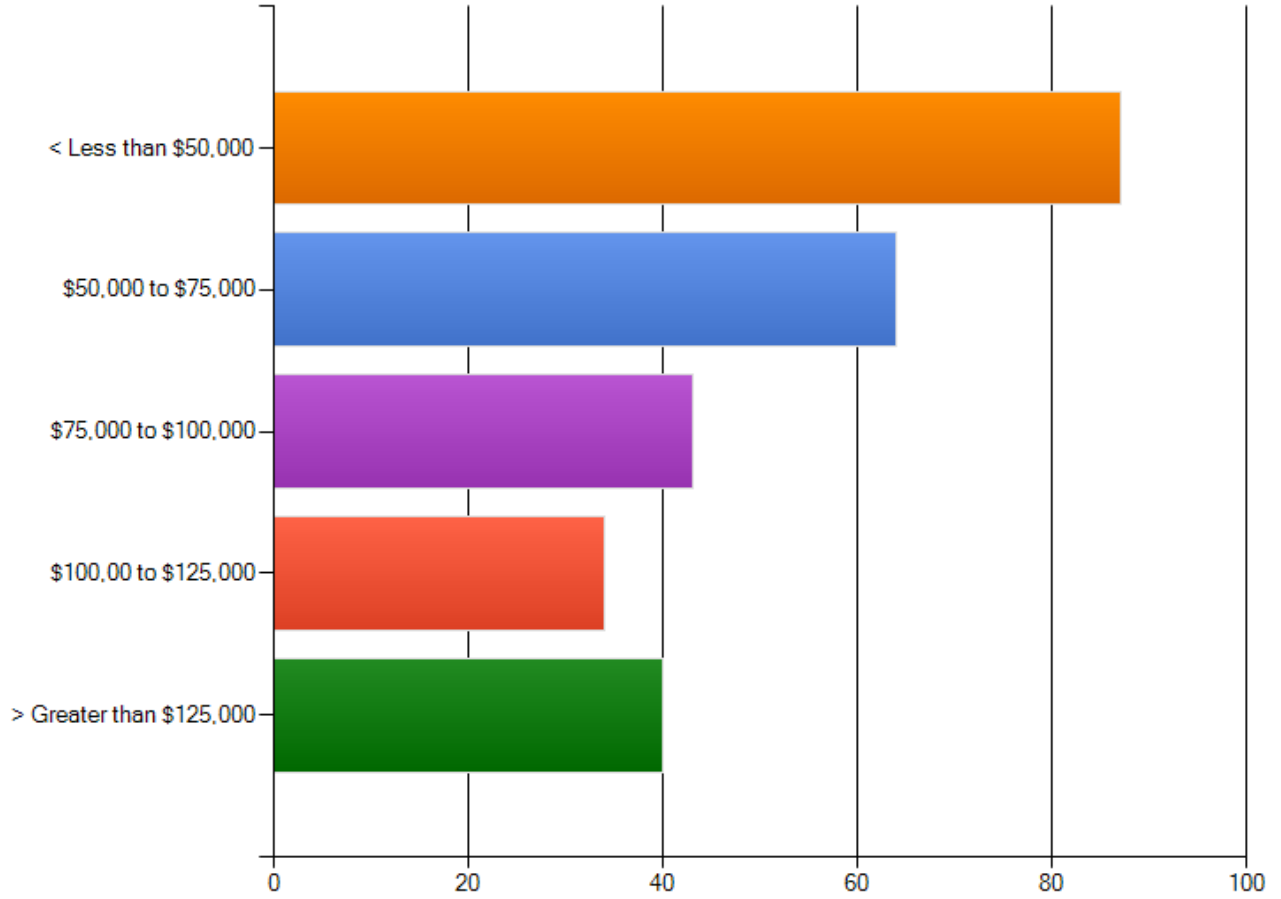
**If you don't attend arts & culture events, why not? Please check all that apply.**



**Help us understand more about people who support the arts. In what field do you work?**



### What is your annual household income?



## What was the best arts/cultural experience you had in the last year? Why?

- 1 globalquerque
- 3 Opera Southwest ""L'italiana in algeri." Super high quality cast and production.  
Globalquerque - although I don't see too much live music, Globalquerque represents more than just music. It's an arts, music, cultural event with extraordinary talent that can often not be seen anywhere else in the country. Plus the location, environment and surrounding activities - film, food, arts/crafts, workshops, etc. - have turned the festival into one of the few "must attend" events during the year.
- 4
- 5 Noms concert at the El Rey. It was a rocking good time.  
Globalquerque! Amazing music, events happening constantly. Good food, wine, crafts, art, great location.
- 6
- 7 Rahim al Haj and Bill Frizell at Outpost Performance Space. World-class performers and intimate venue that allows audience to be close to stage.  
Globalquerque is the best. Also important is the worst event I've been to all year. That would be the fall festival in Old Town. The second worst festival would be the salsa fest, also in Old Town. I don't know who plans these things but Old Town needs to hire someone else. These events are lackluster, disorganized and have huge gaps in events leaving patrons with nothing to do. Also, there are performers tucked away in all of the smaller courtyards with noone to watch them. it makes it kind of sad. The potential is there for those to be great events (like Globalquerque) but the planners need to be fired and let someone else come in and make these events amazing and memorable in a good way.
- 8
- 9 Albuquerque Little Theatre, high quality productions  
Nutcracker on the Rocks - Why: location (National Hispanic Cultural Center - beautiful facility and easy parking), reasonable price for the product, quality production, great box office staff for questions and help with ticketing needs
- 10
- 11 Globalquerque. It brought in big names, a diversity of music and art, and had events/attractions for all ages and different types of people.
- 12 Arts in the Park sponsored by OffCenter Arts
- 13 Globalquerque - AMAZING music, a great overall vibe and experience and fantastic value for money.
- 14 "Moby Dick" at Mother Road Theatre Company. Play, production, actors all terrific.
- 15 Abq Little Theatre shows  
Arlo Guthrie concert at National Hispanic Cultural Center. Why: It was an excellent concert. I hadn't seen Guthrie perform since the 1970s (with Pete Seeger), he brought his whole family with him to perform, and my late father (an obstetrician) actually brought Arlo Guthrie into the world.
- 16
- 17 Vortex Theater's Shakespeare festival. Fun to see, and great fun to do costumes for one of them.
- 18 Theatre in general. It's my favorite.
- 19 Too many to list!!!
- 20 Chicago at Albuquerque Little Theatre

## What was the best arts/cultural experience you had in the last year? Why?

- 21 Aladdin jr. It was amazing to see how talented these young performers are.
- 22 Creative Albuquerque Symposium
- 23 There were a lot -- couldn't pick just one -- mostly theatre and music.
- 24 " Moby Dick" by Mother Road Theare Co. at The Filling Station. It was terrific Theatre. What more can you ask for?
- 25 Kimo Theatre screening of several locally produced films, sponsored by the CABQ Film Office---free, open to the public, well attended, showcases work of local filmmakers and raises the profile of these creatives, and NM's film industry.
- 26 Too many to specify. This is a great cultural city.
- 27 New Mexico Symphony Orchestra Classical Concerts
- 28 Symphony concerts, opera - they meet our artist needs
- 29 Joy Harjo and band (not Poetic Justice, blanking on the name) at Outpost. She's phenomenal: poet, performer, musician. She is wise, enlightening, poignant, and relevant.
- 30 "The Garden" at North Fourth --- quality, talented artists, interactive work...
- 31 Summer shakespeare because the vortex rocks
- 32 Richard Thompson Concert at the Albuquerque Museum Amphitheater, brought here by AMP concerts.
- 33 Metropolitan Opera
- 34 Miss Margarida's Way, NHCC...fabulous event, venue, actress
- 35 The audience was a diverse as the performers. It almost felt like ABQ was a city rather than small town.
- 36 Santa Fe Opera
- 37 Globalquerque
- 38 Concert in outdoor venue--richard thompson at abq museum
- 39 Santa Fe Opera Indian and Spanish Markets
- 40 Leo Kottke Concert at the National Hispanic Cultural Center
- 41 516 street art show tamarind 50th birthday weekend both for the quality of work and artists presented
- 42 Nutcracker- the Kimo is so beautiful
- 43 salsa under the stars because of the venue and the great music. same goes for the outpost.
- 44 Keshet Dance / UNM Art Gallery show / ABQ Art and History musuem Synesthesia exhibit - all very powerful experiences.
- 45 I am thrilled with the birth of Albuquerque Senior Theatre. It has opened doors to senior amatuers through senior centers and let the community see what can be accomplished with a dedicated, volunteer cast and crew. The senior message can be available to senior audiances with matinee performances, mid week so that senior communities and individuals can drive in daylight hours to delightful shows that pertain to the senior.
- 46 Marigold Parade in So. Valley

## What was the best arts/cultural experience you had in the last year? Why?

- 47 Freakshow
- 48 Musicals put on by MTS and Landmark Musicals.
- 49 Attending exhibit openings at Albuquerque Museum and galleries.
- 50 Contemporary Music, Dance multi-media at VSA
- 51 Ballet Pro-Musica. True professional company dancing pieces by a dear friend.
- 52 Church of Beethoven. CHATTER Chamber series. Street Arts at 516 Arts.
- 53 Tamarind's 50th anniversary. Lots of lectures, shows, and event's to choose from.
- 54 The Roost Music Series have been very good.
- 55 Can't say, there were so many great ones
- 56 Lecture series at the Albuquerque Museum - related to the "Turner to Cezanne" exhibit.
- 57 The BioPark concerts, and the AMP arts series
- 58 GLOBALQUERQUE
- 59 The impressionist exhibit at the Albuquerque Museum. I love to see fine art from around the world, but ABQ doesn't get many traveling exhibitions like this. This was a great opportunity.
- 60 In the last year, I'm not sure. But my all time favorite in recent years was the showing of La Boheme at Tiquex Park. It was so amazing to see how many families & kids came out to watch opera!
- 61 A photography lecture and slideshow sponsored by a group of ABQ photogs. I enjoyed it because it was well attended but had a comfortable easy feel. The photographers were very professional in their work and presentations but spoke in an easy manner. Also, there were lots of desserts!! :)
- 62 Popejoy hosted an dance troupe that presented a wonderful performance in the Spring. I connected with that particular piece better than I did with any other performance, exhibit or show.
- 63 ABQ Museum Impressionists
- 64 Godspell Jr at N4th Theater It was closing day and over sold, standing room only. Very exciting, cutting edge youth theater.
- 65 Variety of plays attended at various theaters around Albuquerque. Because of the excellent productions, actors, selection of works
- 66 Concerts at Outpost and season tickets to Mother Road Theater; intimate, community feel, quality productions, and innovative
- 67 Went to NY and saw Billy Elliott. Astounding theater experience. OK, here in Alb? Hmmm, usual suspects -- thought Pippin with Landmark was a pretty impressive local theater production.
- 68 Broadway shows at Popejoy
- 69 Antonio Ciacca the director of jazz at Lincoln Center. Amazing chance to see someone so accomplished play in a very small venue.
- 70 School Series @ Popejoy
- 71 Seeing plays produced by Mother Road Theatre Company, because they're great!

## What was the best arts/cultural experience you had in the last year? Why?

- 72 Tricklock's Revolutions International Theatre Festival - so many great performances in the 3-week window.
- 73 King tut Exhibit in Denver, CO
- 74 The burning of El Kookooee in the South Valley.
- 75 "Fame" at ALT. Was very well done -- casting, music, choreography, etc. Loved that particular show itself. Oh, plus we knew many of the performers and others involved.
- 76 Seeing The Brand Canyon @ Burt's Tiki Lounge. Packed bar, rowdy crowd... good time!
- 77 Attending plays at the Vortex Theatre. A series of outstanding productions (in two of which I performed).
- 78 I enjoyed the summer concerts that The Albuquerque Museum did for the Turner to Cezanne exhibit. They were entertaining, educational, and practically free.
- 79 Fixed and Free and Dime Stories, live readings at the Source--amazing work, wonderful atmosphere, growing writer's community, warm & friendly
- 80 Too many to pick; loved the Joy Harjo reading at Anasazi Fields winery (placitas, not Albuquerque) in Albuquerque, the Tamarind Anniversary event
- 81 Play Conservatory because they have great programs for children
- 82 Pornotopia
- 83 Lyle Lovett in Santa Fe. NA Dances at Santa Domingo. ABQ Folk Festival. Unique, fun and interesting
- 84 Patsy Cline play at Rodey. Overall, a great and entertaining show. Plus, it was something different for me. Don't go to plays very often.
- 85 Summer Jazz music series at the art museum amphitheater. Great setting, great music, reasonable prices. Good weather, too.
- 86 Albuquerque Now Show @ Albuquerque Museum
- 87 Street Art at 516 Music at The Outpost Globalquerque globaldancefest
- 88 Street Arts Festival overall, Molodi performance in particular; 'Unraveling Tradition' exhibit at 516 Arts
- 89 In ABQ: Arts in the Park & Cosmic Carnival (Sept. 2010 at Balloon Museum) . . . festive family event, no admission charge.
- 90 A dance event at VSA/North 4th - can't remember name of it - was UNM students performing. Like venue and the art displayed at venue, intimate setting.
- 91 Art at the Fair grounds, beautiful paintings and I found something I wanted but couldn't afford.
- 92 ¡Globalquerque! (but that is our event, so that may not be fair!) Our favorite event that is not ours is the Revolutions International Theater Festival.
- 93 Globalquerque Church of Beethoven
- 94 Albuquerque Museum - Turner to Cezanne exhibit
- 95 The Steve Hanks show/presentation at Weems Gallery.
- 96 National Flamenco Institute on Gold Street Passion of the dancers was infectious
- 97 Seeing several local community theatre productions at a variety of venues (most especially

## What was the best arts/cultural experience you had in the last year? Why?

- "Picasso at the Lapin Agile" by Steve Martin, directed by Beth Welt at Aux Dog Theatre. It was just a really fun show to watch, and the audience around me loved it.
- 98 NMBC Nutcracker and Spring performance, ALT Chicago
- 99 Chicago Humanities Festival: totally professional, high-level speakers, broad range of topics, good venues, low price (except for airfare and hotel!)
- 100 Day of the Dead Parade in Albuquerque
- 101 NMSO concerts
- 102 Wildlife events at the visitor's center, near Bosque Meadows / Coors NW
- 103 Globalquerque music festival - best performers, great sense of community; dance concerts at N. 4th: high quality, low price
- 104 Weem's art festival
- 105 Visited Art Museum and viewed art by Van Gogh, Monet, etc. - Very touching to see the original art!
- 106 ABQ Museum Turner to Cezanne
- 107 Church of Beethoven. Every Sunday. Most are fabulous.
- 108 Visit to the Albuquerque Museum One Show. However, we have had many great cultural experiences during the past year.
- As a patron - Nutcracker on the Rocks (though we went to the school show so didn't contribute \$) As a participant - PLAY Conservatory summer production @ St Pious (my daughter participated)
- 110 Peri Pakroo's book release party, where poets & musicians performed, kids ran rampant, networking happened, and visual art was enjoyed. I enjoyed the family and community feel of it, the fact that all were welcome, and enjoyed reconnecting with friends and meeting new people.
- 111 Concert at a local park- great music and perfect setting.
- 112 Tricklock's performance 'Waste Her' Border Rising at the Box Indian Pueblo Cultural Center Gallery show with large people figures (can't remember artist's name)
- 113 Several Community Theatre productions at the African American performing arts center and Albuquerque Little Theatre.
- 114 Santa Fe International Folk Art Market. Fantastic art and great to meet the artists.
- 115 Albuquerque Now great instillations of NM artists
- 116 Guys and Dolls, Jr. at the Box Theatre. The kids were so good and well-directed.
- 117 hard to pick just one
- 118 Tim McGraw/Lady Antebellum concert at Journal Pavillion - beautiful night, nice crowd, good concert
- 119 Opera Southwest is a great value.
- 120 I love the Italian Girl in Algiers.
- 121 Albuquerque Baroque Players
- 122 outpost concert - excellent performance, love the venue

## What was the best arts/cultural experience you had in the last year? Why?

- 123 Albuquerque Museum Show in August that included crafts, BW photos, and original paintings. Also high ranked would be ALT's musical Chicago and Filling Station's Moby Dick. Highly professl. professional.
- 124 ALT's Chicago, Filling Station's Moby Dick, Albq Museum shows, esp. August Exhibition at Albuquerque Museum of Art of painting from Wales Museum. I always look for art exhibitions that feature artwork of important artists, particularly work that is not seen in the mass media - the images that area reproduced over and over again. The lectures and performance that accompanied the exhibit were informative and engaging.
- 125
- 126 Albuquerque NOW at the Albuquerque Museum. I was happy to see our own assets in our museum.
- 127 Annual Arts festival at fairgrounds
- 128 womens voices at jazz under the stars
- 129 Jazz at the Museum, zoo music, gallery showings of personal friends, Hispanic Cultural events, Art exhibits at the museum
- 130 Fame at ABQ Little Theatre was awesome! Looking forward to see more productions at this venue.
- 131 ABQ Museum Turner To Cezanne Exhibit Brought works not available in NM for public viewing, museums generally do not have a depth of works ... too much emphasis on "local" culture
- 132 Opera - Carmen - Great production, lots of fun
- 133 Artist lecture, nice to be able to talk and visit with the artist
- 134 I've really enjoyed my Popejoy Ovation series tickets the wide variety of shows has been fun, since you have to buy the package I've seen things that I wouldn't normally choose but I really enjoyed them.
- 135 National Institute of Flamenco. We knew well in advance; it was free; the venue was small intimate space.
- 136 STREET ARTS by 516 ARTS. Diversity of age, ethnicity, gender/partner preference, class. Engaged with a younger audience - more than any other set of events I've seen here in ABQ. Opening reception was eye-popping!
- 137 Globalquerque - diversity of performers, quality, energy and value
- 138 Gallery shows @ Open Space Visitor Center
- 139 Alegria at Santa Ana
- 140 Tribute Trio at the outpost, Vernon's St. John's. Best jazz players in the state.
- 141 Popejoy plays - Beauty & the Beast
- 142 Globaquerque Music Festival Easy to get to, low cost, lots of variety, family friendly.
- 143 Urban Farm Festival: Great venue, good music, good vendors
- 144 We love all the concerts at the Biopark.
- 145 the manoa project. this showcases youth playwriting and theater skills; encourages participation and appreciation of theater.
- 146 Benjamin Herman Quartet concert at the Outpost Performance Space

## What was the best arts/cultural experience you had in the last year? Why?

- 147 Plays at the Albuquerque Little Theater.
- 148 Salsa festival in Old Town. Free and fun.
- 149 Bless Me, Ultima at the National Hispanic Cultural Center. A celebration of local performers presenting the work of a New Mexico Hispanic artist in a nationally recognized place dedicated to Hispanic arts and culture.
- 150 all theatre. my favorite experience
- 151 The Season of plays in the "Love and Madness" theme as produced by Mother road Theater and staged at The Filling Station. Magnificent scripts, dedicated performers, great performances - the highest standard of theater I've come across in Albuquerque.
- 152 It's hard to pinpoint one. LAND/ART offered many opportunities to see/experience art and site works in multiple venues and through many different organizations. Laurie Anderson at the KiMo was fantastic, although that was a little more than a year ago.
- 153 Performing in several plays with friends. It's a second family of sorts; also enjoyed ArtsCrawls and PrideFest to see some great visual arts
- 154 Dweezil Zappa. Quality of performance and proximity to home (I rode my bike)
- 155 Revolutions International Theatre Festival. Diverse international artists - new perspectives - high quality performances
- 156 Explora Museum - great for grandkids
- 157 Los Lobos
- 158 Opera Souhewest "Italian Girl in Algiers" I performed in the chorus.
- 159 balloon fiesta
- 160 We loved the Open Space Visitor Center events.
- 161 Church of Beethoven - fun, intimate, excellent.
- 162 "Spines" by Q-Staff Theatre "Revolutions: fest by Tricklock "Come into My Parlour" concert @ Outpost Golden Age of Film Comedy fest: Guild Cinema
- 163 Flamenco shows at NHCC, great for whole family, love the facility.
- 164 Abq Museum impressionist exhibit: well planned, well executed & well staffed. A+
- 165 The last one is always the best, so NMSO's concert with the AYS orchestra - great to see/hear the students playing with the pros.
- 166 destroy all movies at the guild: great crowd, presenters, film content (ability to see something that you can't see anywhere else)
- 167 Several ABQ Museum shows, ALT "Chicago"
- 168 Friends of Film, Video and Arts gathering "101 Ways to make a funny film, or how to make a film funny; from script to edit." ; Church of Beethoven: Chamber Music Concert
- 169 rio grande arts & crafts festival great quality & variety
- 170 the 516 Street Arts Festival was phenomenal. the artists represented were diverse and the presentation was great. Also, the tour and production of "Bless Me, Ultima" was a great experience as an actor in the play, being able to travel the state and take this story to big and small communities was something i'll never forget.

## What was the best arts/cultural experience you had in the last year? Why?

- 171 the zoo
- 172 tour of circular tower (can't remember name?) with frescoes inside at National Hispanic Center
- 173 Eagles concert. Cause it's the Eagles. Went also to a poetry jam at a local spot. That was awesome too. Abq needs more sophisticated culture.
- 174 Santa Fe Desert Choral
- 175 Performance at the Albuquerque Little Theatre.
- 176 Jenn Grinels LIVE at Low Spirits. If you have to ask then you have not heard this woman sing. Joy Harjo at 516 Arts organized by Lisa Gill, with Lisa and other poets reading. All were terrific, especially Joy, and there was a highly supportive audience supportive of Joy, poetry and the arts.
- 177 Cannot respond because I've been away from ABQ for most of the last year.///RETIRED would have been a helpful category for the next item--it's what I am--and, I believe, so are many others who support the arts here.
- 178 Alb. Balloon Museum-New cluster Balloon exhibit, Fugo Balloon exhibit.
- 179 Willy Porter at The Outpost. Enjoyed the interview before the show, great music, great venue, great sound.
- 180 The Annual Western Music Association Showcase is an opportunity to listen to terrific music and spend time with the outstanding men & women who make-up this organization.
- 181 Jemez Pueblo Feast Days, just so nice that the native american traditions are available for us to be a part of. Such an old cultural tradition!
- 182 Albuquerque International Balloon Festival
- 183 Chopin Concerto NMSymphony orchestra
- 184 NeoRio 2010 in Questa, NM. Video art + campfire = a memorable experience
- 185 I enjoy all of the openings at 516 arts - they are fun, the art is always interesting and though provoking and the feeling/environment is very unpretentious. I also always have good experiences at the AMP concerts.
- 186 Opening Celebration of Weaving Generations at the Maxwell Museum of Anthropology because of the beautiful exhibit, gallery tour by the photographer and scholar, great music and refreshments. All free
- 187 Globalquerque - I liked the variety.
- 188 The Open Space Summer Series. It was free (or had a nominal fee), had a good variety of talent across the summer, is set at an awesome venue - the Elena Gallegos Park - with Albuquerque and the setting sun as a backdrop and is accessible by anyone.
- 189 Poetry Reading. I am a writer and have several friends who read their works.
- 190 Indian market in Santa Fe because of the film festival, music and art
- 191 We enjoy the Placitas Arts & Crafts fair. There's lots to see, its easy to park and you can walk from place to place.
- 192 Django Fest

## What was the best arts/cultural experience you had in the last year? Why?

- 194 At the Cell Theater, Fusion company's August: Osage County. Imaginative, professional, just a cut above everything else I saw.
- 195 Attending several events at the Outpost Performance Space and Warehouse 508. Non-alcoholic venues, emphasis on local arts.
- 196 I loved the Amiri Baraka/idris goodwin show at the Kimo. the publicity for the whole street arts thing helped us get out to events that were part of it about 5 times.
- 197 Nob Hill. Relaxing stroll, lots to see, good deals
- 198 Family-friendly festivals--because we can expose our kids to cultural events!
- 199 There are many I WANTED to attend, but since I'm often organizing or performing, my choices are from those... a tango concert by Qtango, because it was very unique and fun!
- 200 Tricklock Company's Revolutions International Theater Festival because it was indelibly magical, full of innovative performances, and incorporated both local and global perspectives.
- 201 The Cell Theatre performances because of the quality of live theatre
- 202 Dia de los Muertos - easy to get to, family event, food, art and fun for whole family
- 203 Chicago at the Little Albuquerque Theater
- 204 My favorite art experience is visiting Sumner & Dene. I love the quality, variety, and cost of the art. I have purchased pieces of jewelry at the gallery.