

# WHAT'S ART? CONVENTION OF SOUTHERN NEW MEXICO

October 2<sup>nd</sup> & 3<sup>rd</sup> Alma d'arte, Las Cruces



Turtle Speaks ©2009

Virginia Maria Romero

## AGGIE RECYCLING GREENER SHADE OF BLUE

The *Talking Stick Institute and Alma d'arte/ Court Youth* will be hosting its Second Arts Convention in support of the Mesilla Valley Arts Scene in 2009. The plan is to expand it to the entire Doña Ana County & New Mexico. The Convention is planned for Oct 2 & 4, and will present and discuss ways the Arts and Culture Scene of Doña Ana County can achieve its identity in the Creative Economy. The site for the event is Alma d'arte Charter High School (at Court Youth Center). We have signed agreements of support-organizations from *Synergy*, New Mexico State University, University, City of Las Cruces, Town of Mesilla, Alma d'arte Charter School, Downtown Las Cruces Partnership, A Children's Theatre, Mikey's Place, Mesilla Museum Foundation, U.S. Senator Bingaman, State Senator Stephen Fischmann, & New Mexico Watercolor Society- Southern Chapter, City of Artists Promotion Association, ArtForms, & Las Cruces Greater Chamber of Commerce. Our plans are for 400 participants to the Convention workshops, and another 2,500 people to attend the What's Art Street Festival finale events on Oct 3rd.

**BE A SPONSOR:** We invite 'sponsors' such as local arts patrons, and businesses to donate money to the event in exchange for space in the 'Program' of the convention. Business card space is \$40. Quarter page is \$50. Half-page is \$75. Full page is \$100. We also request corporate and individual donors for \$200 to \$1,000 to pay for the costs of street festival space, material for the Mural, and travel expenses for out-of-town speakers and workshop hosts. Make checks payable to "Court Youth center." All donations are tax deductible (request a tax receipt). All money goes to pay for ads, to pay for arts supplies, speakers, and handouts for workshops, and to pay for the culinary delights served to participants. Our plans are for 225 participants to the Convention workshops, and another 1,500 people to attend the Free to the Public – What's Art? Street Festival events.

**SPONSOR TO ENHANCE OUR CREATIVE ECONOMY - What is Creative Economy?** Richard Florida suggests that Creative Cities are "cauldrons of creativity."<sup>[1]</sup> John Hartley suggests that 'Creative Industries' of a city or county attract artists, professors, scientists, and musicians.<sup>[2]</sup> 'Creative Cities preserve and care for spaces you want to be in, places to be creative. There are several historic preservation areas in Dona Ana County that can be drawn into clarity of artistic purpose: Las Cruces Downtown (including Rio Grande theater & Amador Hotel & several museums), Mesilla Plaza, Amador-Depot and Mesquite Historic District Neighborhood (Las Cruces Historic Buildings Survey, 1982). These areas are the heart of the Las Cruces rural creative economy has street life. Street life attracts a creative class of families to move here. The Creative Class expects an active arts and music scene, including 'edgy arts events' and a vibrant street life as reasons to move to a city. What's Art? is not just urban creative economy. It includes all the surrounding rural economy of Doña Ana County. It's our identity, and why people buy art here, and work here.

**JOBS FOR ARTS IN RURAL COMMUNITIES – Apr 10 2009 - SANTA FE NM-** Governor Bill Richardson today announced that New Mexico Arts, the state arts agency and a division of the Department of Cultural Affairs, has been awarded \$297,000 in federal funds from the National Endowment for the Arts to preserve arts jobs in New Mexico under the American Recovery and Reinvestment Act. "The arts are extremely important economic and tourism drivers in New Mexico," said Governor Bill Richardson. "We want to insure that our artists and arts organizations not only survive but thrive during these tough economic times..." "Priority will be given to arts organizations that serve our underserved populations, especially in rural New Mexico," Fecteau said. "We expect to be able to give out between 15 and 20 of these Arts Jobs Grants."

For more information contact: Professor David M. Boje, Ph.D.; Business College, NMSU & President, Talking Stick Institute <http://talkingstick.info> 575-532-1693; [dboje@peaceaware.com](mailto:dboje@peaceaware.com) Home address: 4700 Dunn Drive Las Cruces, New Mexico 88011

**SAMPLE LETTER OF SPONSORSHIP FOR WHAT'S ART? 0 ARTS & CULTURES CONVENTION OF SOUTHERN NEW MEXICO 2009**

We [name of organization] \_\_\_\_\_; agree to sponsor the 'WHAT'S ART?' In Creative Economy, the theme for the Second Arts and Culture Convention of Doña Ana County that will be hosted by *Alma d'arte Charter High School (Court Youth Center)*, & What's Art Street Festival with facilitation by *The Talking Stick Institute*, planned for 2. & 3 October 2009. We believe an Arts Convention is important way for the Arts Scene to achieve economic progress and prosperity. We extend our sponsorship of that initiative. All sponsorship money goes to pay for ads, for programs, speakers, for arts materials of the Convention, and for culinary delights.

We agree to pay for space in the 'Program' of the convention.

- \_\_\_\_\_ **Business card space is \$40.**
- \_\_\_\_\_ **Quarter page is \$50.**
- \_\_\_\_\_ **Half-page is \$75.**
- \_\_\_\_\_ **Full page is \$100.**

Corporate & Individual Donors – we request from \$200 to \$1,000 to pay for the costs of the Street festival rental, and for getting name speakers to our event.

- \_\_\_\_\_ **Donation of \$ \_\_\_\_\_ to go toward Convention materials and ads.**

If your check is enclosed, please make it payable to “COURT YOUTH CENTER.” Indicate if you want a tax receipt as charitable donation.

Thank you for your donation to the WHAT’S ART?: Arts & Cultures Convention

Sincerely,

\_\_\_\_\_ (Authorized executive officer of the organization)

\_\_\_\_\_ Date

Please mail or deliver letter &/or check payable “Court Youth Center”

Address: Alma d'arte Charter High School 402 W. Court Ave. Las Cruces, NM 88005

ph: (575) 541-0145

fax: (575) 527-5329

[1] See page 1 in Richard Florida’s 2006 Creative Cities book

[2] See Hartley (2005, p. 2, 220) and also Florida (2004, 2008) books