

# Artesia, New Mexico

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# Institution Driven District

- We have strong institutions :
  - Artesia Arts Council, Artesia MainStreet, Artesia Chamber of Commerce, Economic Development and local government
    - Supported by:
      - Historical Museum and Art Annex
      - Ocotillo Performing Arts Center
      - Studio Plus Dance Studio
      - Local Charitable Foundations



# INFRASTRUCTURE MAP

Artesia Arts and Cultural District

- Proposed District Boundary
- Distinctive Zones
- Major Roads
- Civic and institutional
- Tourist amenities
- Cultural assets





# ASSETS MAP

Artesia Arts and Cultural District

Proposed District Boundary

Arts and Cultural Assets

Major Roads

## Legend

### **R** is for Restaurant

- R1 Piccolino Italian Restaurant
- R2 La Fonda
- R3 Wellhead Restaurant & Brewpub
- R4 Everspring Chinese Buffet
- R5 The Jahva House Coffee Bar & Sandwich Shop
- R6 Hobo's Meats & Breads

### **H** is for Hotel / Lodging

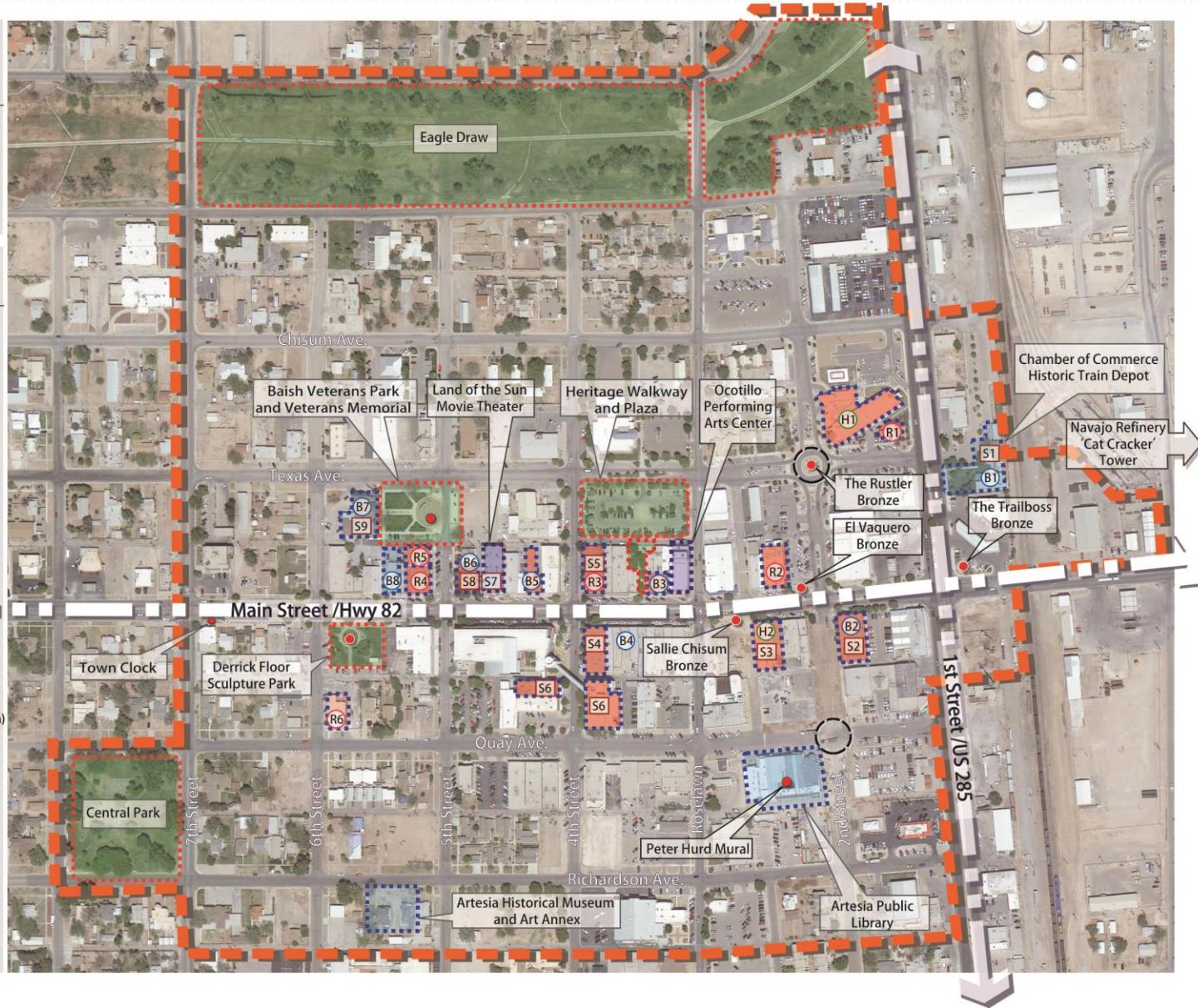
- H1 Hotel Artesia & Tower Lounge
- H2 Heritage Inn Bed & Breakfast

### **B** is for Other Contributing Business

- B1 Chamber & Economic Development offices
- B2 Georgianna's Antique Shop
- B3 Encore Gourmet Cupcakes
- B4 Simply Bello Kitchen Shoppe & More
- B5 Studio Plus Dance Studio
- B6 Artesia Clean and Beautiful
- B7 City Hall
- B8 Artesia MainStreet, Inc. Offices

### **S** is for Historically Significant Buildings

- S1 Santa Fe Railway Depot / Visitors Center
- S2 Joyce Pruitt Building (Georgianna's)
- S3 Higgins Schrock Building (Heritage Inn)
- S4 Sipple Ward Building (J.S. Ward & Son / Santo Petroleum)
- S5 Baskin Building (Wellhead)
- S6 Carper & Booker Buildings (Yates Petroleum offices)
- S7 Landsun Theater
- S8 Old City Hall
- S9 City Hall (formerly Veterans Hall)

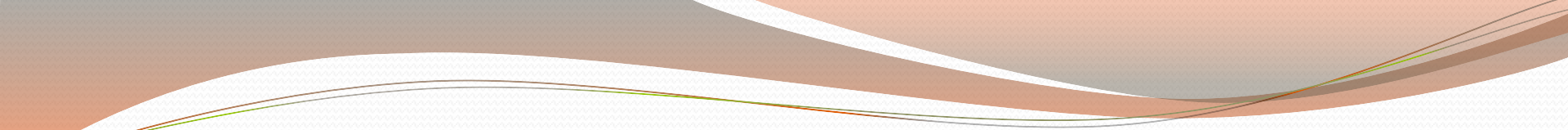


For the love of ...

**Art**esia

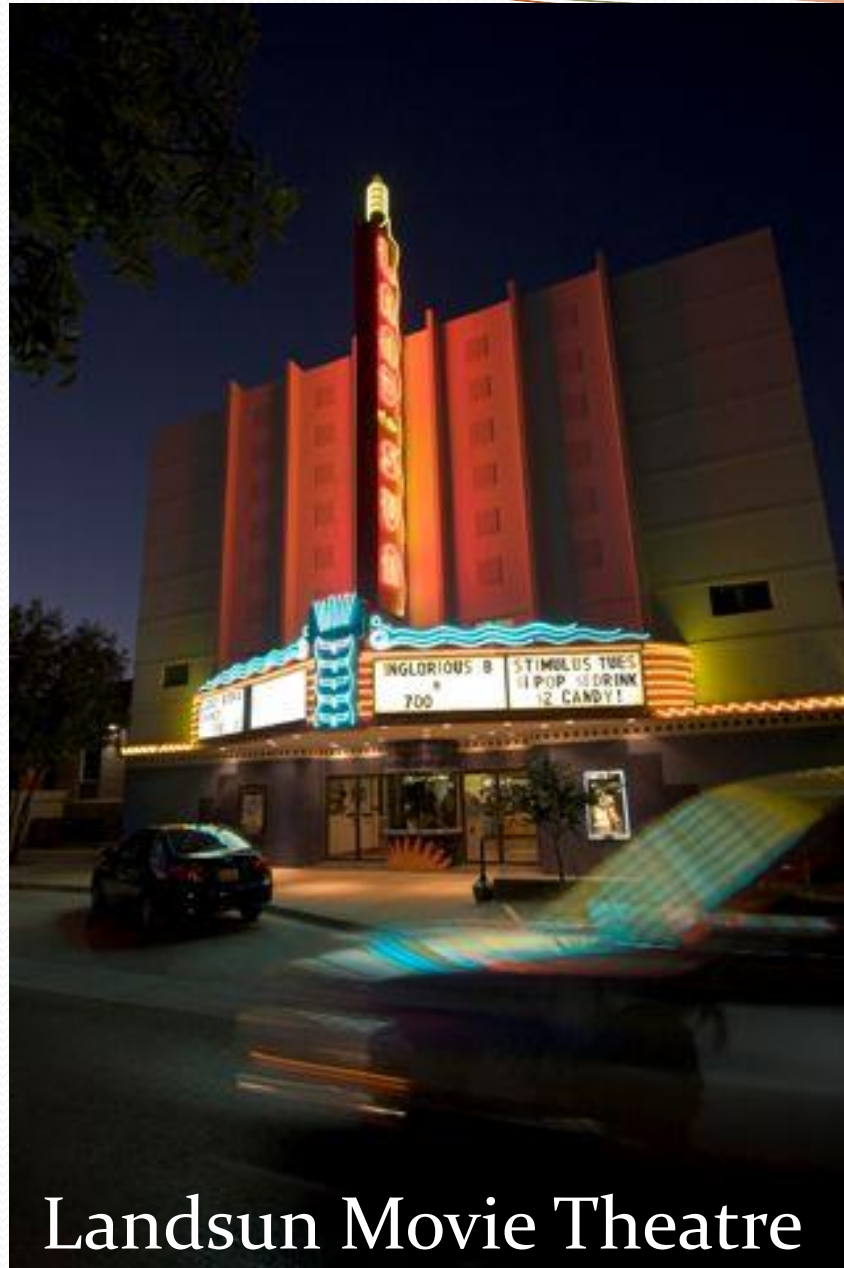
# The Rustler





The Partners





Landsun Movie Theatre

# Ocotillo Performing Arts Center



# New Artesia Public Library







# Artesia Making the Connection



# Community Support



# Goals

- Development of our “Creative Economy”
- Artesia ACD as a destination
- Support artists, cultural entrepreneurs, creative industries, and cultural Institutes
- Promote Partnerships to leverage resources
- Ensure an authentic experience
- Engage the community
- Foster relationships



# Vision

- Downtown corridor as an attractive place where people want to live work and play
- Strive to make the arts more accessible to every adult and child in Artesia
- Invigorate our local arts community
- Serves as an anchor of attraction

# Signature Events



*Art in the Park*



**HISPANIC  
FESTIVAL**



# Sustainability

- Building capacity and creating sustainability for the long term
- Effective Public/Private Partnerships
  - Artesia Arts Council
  - Artesia MainStreet
  - Friends of The Artesia Public Library



Thank you!