

The background of the slide is a light gray with abstract, vibrant paint splashes in various colors including green, yellow, red, blue, and purple. These splashes are concentrated at the top and bottom edges, framing the central text area.

CARLSBAD ARTS & CULTURE DISTRICT

Presented by Creative Carlsbad Arts Council



WHAT MAKES CARLSBAD UNIQUE?

- We are an Oil & Gas “boom” town
 - Transient workers fill our hotels and RV Parks
- Carlsbad Caverns & Guadalupe National park fuel tourism
 - As many as 500,000 visitors each year
- Potash mining is BIG industry
 - Over 75 years in production
- Farming is still an important way of life
- The beautiful Pecos River runs through our community



- Before Oil & Gas consumed our community, Carlsbad maintained a population of about 35,000 people. Now, based on water usage, our population is between 65,000 to 70,000 people. Carlsbad expects drilling to continue for the next 15 to 20 years. Growth is inevitable.
- The potash mines in Carlsbad were the first potash mines in the United States. Today, there are over 4,000 miles of mine underground just 35 miles outside of Carlsbad.
- Carlsbad is home to pecan, alfalfa, cotton and corn farmers. Farming is an asset, and a deep-rooted industry in our community. Farming is here to stay.
- The Pecos River brings tourism to Carlsbad year-round offering boat tours, pirate ship adventures, paddle boating, swimming and of course, Christmas on the Pecos. New development around the river includes a water park, shopping and restaurants.

LET'S TALK "PEOPLE"

- Diverse
- Hard-Working
- Community-Minded
- Recreational
- Friendly
- Ready for Change
- Proud



Notes: _____

CARLSBAD IS CREATIVE

- Performance Theaters
- Museum & Art Center
- Arts Park
- Art Galleries
- Parks & Gardens
- Makers Space
- Cultural Events
- Restaurants
- Movie Theaters
- Community Concerts
- And so much more!



- Performance Theaters include: Carlsbad Community Theater, Walter Gerrell's Performing Arts Center, Cavern Theater, NMSU Performing Arts Theater, and PR Leyva Auditorium
- Museums & Art Centers include: Carlsbad Museum & Art Center, Cavern City Air Terminal World War II Museum, and The Artist Gallery
- Arts Park include: Halagueno Art Park
- Parks & Gardens include; Memorial Park, Heritage Park, National Cave & Karst Research Institute, Living Desert Zoo & Botanical Gardens, Halagueno Arts Park, Friendship Park, Project Playground, among others...
- Makers Space Includes: Carlsbad Museum & Art Center, Un-Corked Art, the Artist Gallery, Recycled Cow, and Carlsbad Public Library

- Cultural Events Include: CavernFest, HeritageFest, Night of Lights, Cinco De Mayo, 16th of September Festival, Fall Festival, BrewFest, Balzano Pumpkin Patch, Beer Camp at Washington Ranch, Winter Wine Festival, and many others.
- Privately Owned Restaurants include: Yellow Brix, Trinity, Lucky Bull, Red Chimney, Mi Casita, Lucy's Mexicali, the Flume, Raging Brew, Blue House, Pecos River Café, the No Whiner Diner, and so many more. We are also proud of Milton's Brewing, Guadalupe Mountain Brewing and the Balzano Winery.
- Movie Theaters include: newly remodeled La Cueva with 6 screens and the Fiesta Drive-In Theater (one of the last drive-in theaters in the United States).
- Community Concerts include: Carlsbad Community Concert Association with four concerts per year, Carlsbad Museum & Art Center hosts multiple concerts throughout the year, Carlsbad High School Troubadours, Carlsbad High School Band, CHS Dance Company, Cheryl's School of Dance, Just Dance. and many others.

WHAT'S ON THE UP & UP IN OUR DISTRICT?

- Cavern Theater Rehabilitation Project
- Rehabilitation of the Odd Fellows Building
- Movies in the Halagueno Arts Park
- Concerts in the Halagueno Arts Park
- Cultural Events such as HeritageFest and Night of Lights
- Live Music in Restaurants
- Educational Opportunities in the Arts
- Carlsbad Museum & Art Center Hall of Fame
- Halagueno Arts Park continues to grow
- Downtown Mural Project under-way



SEPTEMBER 15th
10AM to 3PM
til the cows come home
2018

HERITAGEFEST
Halagueno Arts Park
101 S. Halagueno St.
CARLSBAD

Thank you to our Sponsors:

Mosaic  **CARLSBAD** ARTS & CULTURE  

HOW OUR ARTS & CULTURE DISTRICT IS ENHANCING OUR COMMUNITY



- Offers new creative, cultural experiences
- Offers educational opportunities for all ages
- Offers entertainment for residents and tourists
- Promotes extended stays in Carlsbad
- Encourages and facilitates rehabilitation of historic properties
- Stimulates economic growth and stability
- Provides assistance for entrepreneurial start-ups
- Develops community pride in our youth
- Enhances the beauty and atmosphere of our existing MainStreet District
- Provides a platform for locals with interest in the arts to collaborate in an organized environment

Notes: _____
