

# The HeART of Farmington

## *Arts & Cultural District*



# Artisan Arts District

## Historic Commercial District and Neighborhoods

Our Arts and Cultural District encompasses parts of two districts within the City of Farmington's MRA and is directly adjacent to the third.

- It contains art galleries, a co-working space, event venues including the Farmington Civic Center, a craft brewery and distillery, two-historic theaters, restaurants, boutiques, commercial and community gardens, dance studios, a violin school, leather supply stores, educational facilities, as well as residential homes.
- The adjacent Animas District is currently being promoted for the Outdoor Recreation Industry Initiative and also houses several state and county office buildings.





# Artisan Arts District:

Creating a place for arts, culture, dining, and evening entertainment.

- Historic Commercial District
- 4 – Seasonal Art Walks: inviting folks to explore, browse, buy, eat, drink, and mingle downtown
- Several other street festivals and parades
- 12 Galleries/Artist Studios & CoOps/Creative businesses
- Farmington Civic Center (undergoing \$11.5 million renovation)
- Historic Totah and Allen Theaters
- 13 food establishments: 7 – with some type of serving license with 1 additional coffee shop bakery in the works
- Annual Totah Festival: Pow Wow and Indian Market
- Seasonal Downtown Maker's Market in Orchard Park
- Farmington Municipal Schools C.A.T.E. Center. Featuring Culinary Arts, Automotive Repair, and Welding classes.
- New free community events like the Jazz Jam at the Studio 116 pocket park and Artifacts Gallery
- Art in the Alley Mural Project
- Craft Brewery and Distillery located in the district
- \$8.6 Million Complete Streets infrastructure and placemaking project along 6 blocks of Main Street.
- E<sup>3</sup> Children's Museum & brand new Museum of Navajo Art & Culture

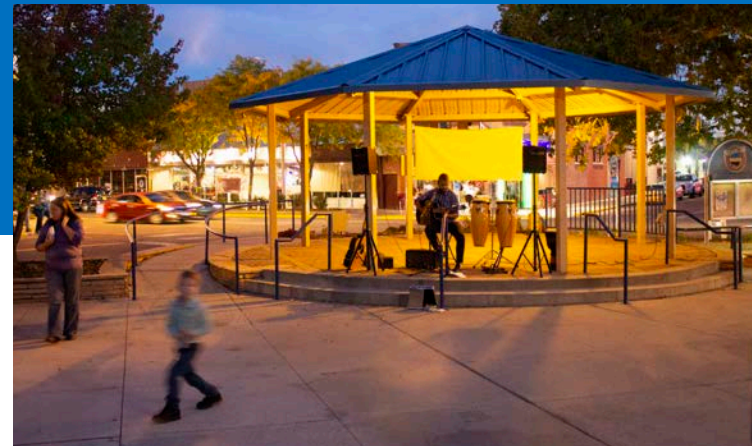




# Artisan Arts District

## Four Seasonal Art Walks

- We host four seasonal Art Walks annually. Spring, Summer, Autumn, and Holiday Art Walks culminating on Small Business Saturday.
- The Free Art Walks are extremely popular with residents and visitors to downtown.
- Encouraging visitors to explore, browse, buy, eat, drink, and mingle downtown.
- Artists display art for sale not only in the local galleries, but also non-art related businesses and Orchard park.





# Artisan Arts District

## Farmington Civic Center

- Currently undergoing \$11.5 million renovation to be completed by November 2018. Includes theater lighting upgrades, an enlarged kitchen, enlarged meeting and convention space, and new landscaping.
- 1200 seat theater.
- Hosts concerts, national musical acts, Broadway musicals and plays, national comedy acts, art festivals, and conventions.
- Home of the Totah Festival with visitors from all over the country and the world.

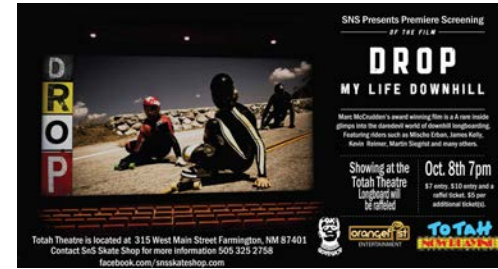




# Artisan Arts District

## The Historic Totah Theater

- Built in the "pueblo-deco" style, the Totah is unique in design and name.
- Opened its doors for the first time on May 4th, 1948 with the film, The Paleface, starring Bob Hope.
- Later became known as the "Home of the Action Pictures," featuring Bruce Lee/Kung Fu movies, and Clint Eastwood classics.
- The second of a dozen movie houses the Allen Family built and managed in Farmington.
- Closed as a movie house in 1982.
- The theater was purchased from Allen Theaters, renovated, and reopened its doors in 2004. It now hosts musical concerts, drag shows, dance parties, independent films, story telling festivals, and Theater Ensemble Arts (TEA) stage productions.
- The Totah has a capacity of 300 with 100 dinner-style seats and 200 normal theater-style seats.





# Artisan Arts District

## Annual Totah Festival & Pow Wow

- The Festival has created a well known source for collectors and retailers of Native American art objects attracting visitors from around the globe.
- Festival brings visitors to shop in the downtown area for additional jewelry, sand-paintings, pottery, cultural items, wood carving, sculpture, beadwork, paintings, and other art mediums.
- Pow Wow which brings together Blackfeet, Kiowa, Ute, and Diné Navajo dancers.
- Juried Native American Art Competition.
- Authentic Navajo Rug Auction.
- Indian market with over 100 artist booths.
- **Artists Helping Artists Keep Culture Alive**





# Artisan Arts District Downtown Maker's Market

- Hosting local artists, artisans, and growers.
- Features homemade, handmade, and homegrown items.
- Encourages buying local and eating local.
- Allows emerging entrepreneurs to test market their new handmade products.
- 3<sup>rd</sup> year in operation. Average 10-12 vendors and between 80 -120 visitors per week.

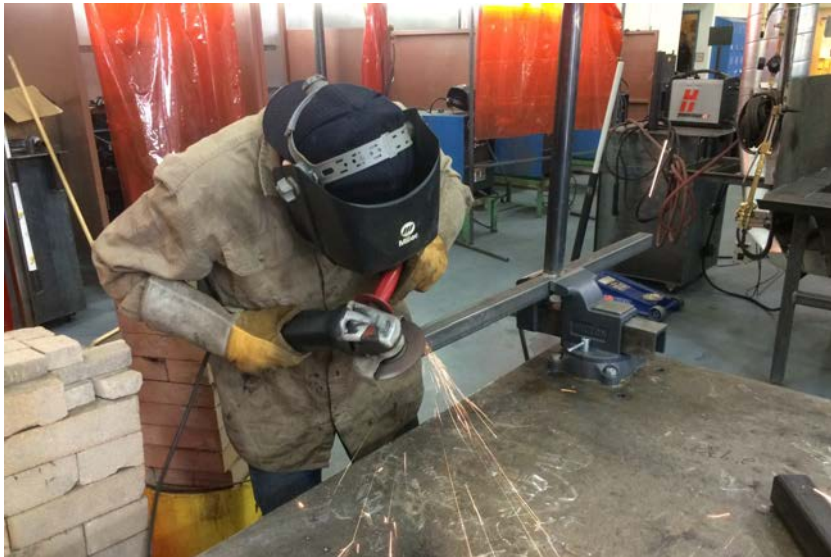
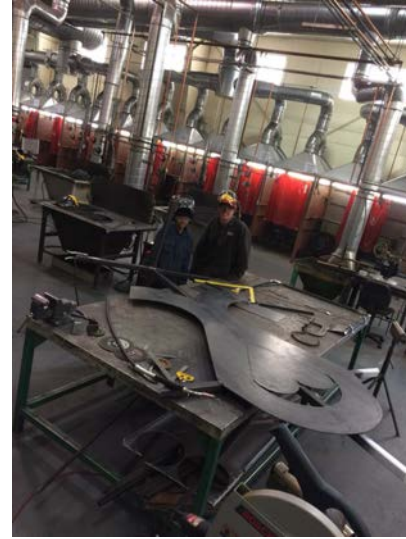




# Artisan Arts District

## FMS Career and Technology Education Center (C.A.T.E. Center)

- Culinary Arts Education as part of Court Street Catering
- Automotive Repair Training
- Welding Certification Program
- Pre-K Classes Daycare





# Artisan Arts District

## New Community Events like Jazz Jam

- Studio 116 Pocket Park made possible in part by a grant from the New Mexico Resiliency Alliance and New Mexico MainStreet
- Built with community volunteer labor.
- Enhanced the back entrance of both Studio 116 and the Christian Science Reading Room, encourages customers to use free public parking to the north of Main Street.
- Turned an underutilized gravel parking lot into a much loved space for special events like the Wednesday evening Jazz Jam sponsored by the Connie Gotsch Foundation.





# Artisan Arts District

## Downtown Junkers Life Sized Historic Photo Mural/Pocket Park Project

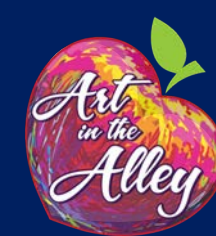
- This project is still in the design/build phase.
- Downtown Farmington: A MainStreet Project applied for and received a \$5,000 grant from the New Mexico Resiliency Alliance through New Mexico MainStreet.
- The grant is being used to transform an unused space between Downtown Junkers (formerly General Supply) and the Journey Church into a useable space for classes, artist booths, and a play area.
- Project includes a life-sized historic photo mural façade with an event space designed for the remaining space.



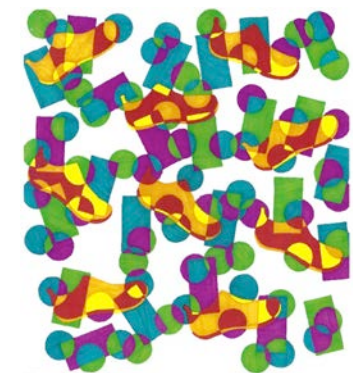
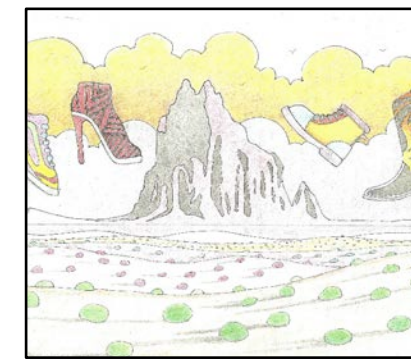


# Artisan Arts District

## Art in the Alley Mural Project



- Made possible by a \$25,000 grant from the Merrion Oil & Gas Foundation.
- Kick-off "Paint Slinging" at the Spring Art Walk in April of 2018 was well attended.
- In partnership with the NWNMAC.
- An effort to beautify the alleys to encourage visitors to utilize the free off street parking located behind many of the businesses along Main & Broadway.

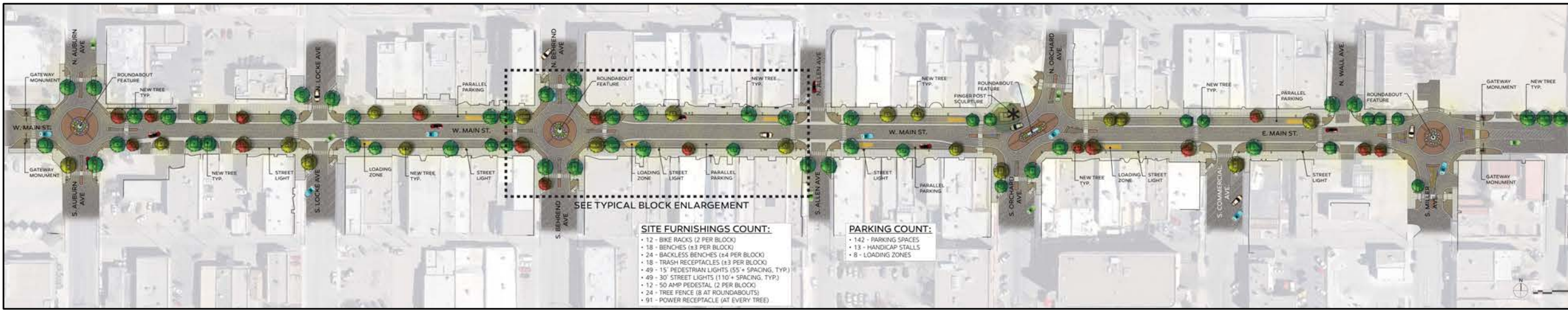
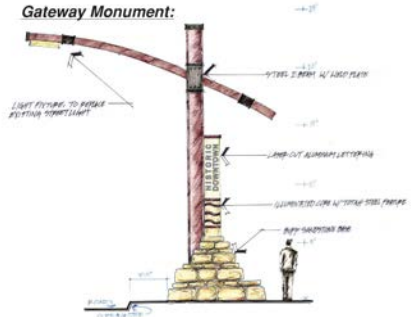




# Artisan Arts District

## \$8.6 Million Main Street Complete Streets Project

- Average 15' wide sidewalks and roundabouts allow for more public art possibilities.
- Entirely self-funded by City of Farmington.
- Adding Free Public WiFi & wireless sound system.
- Installing downtown gateways that take styling cues from our past.
- Custom designed benches, bike racks, and trash receptacles offer more opportunities for creative design.





# Artisan Arts District

Museum of Navajo Art & Culture and E<sup>3</sup> Children's Museum & Science Center





# Artisan Arts District

## The HeART of Farmington Arts & Cultural District

