

Community Services Department - Cultural Service Contracts FY2016 Quarterly Report

Check one:

- July –September 2015
- October-December 2015
- January-March 2016
- April-June 2016

Contractor: **Los Alamos Arts Council**

Address: 2132 Central Ave or P.O. Box 284, Los Alamos, NM 87544 Telephone: 663-0477
Hours of Operation: 10:00 a.m. to 4:00 p.m. M,T,W,Th,F
Name and Title of Person completing this report form: Marlane Hamilton, Executive Director

The following services were agreed to in the contract:

SECTION A. SERVICES:

- 1. Contractor Services.** For each County fiscal year, Contractor shall:
 - a. Offer a children’s theater workshop (conducted by the Missoula Children’s Theater or similar organization) designed for participation by the children of the entire community, usually lasting one (1) week during the summer months and culminating in a public performance;
 - b. Provide a variety of free noon-time musical or theatrical performances in Fuller Lodge, approximately monthly;
 - c. Provide a variety of afternoon and/or evening musical, cinematic, or theatrical performances or programs approximately monthly, including but not limited to the Kite Festival, Fuller Lodge Winter Fest Open House, Scarecrow Contest, and the Halloween Pumpkin Glow;
 - d. Actively develop and/or solicit additional funding sources for the cultural services provided under this contract; and
 - e. Collaborate with County departments and/or community cultural service providers in providing a minimum of two (2) events, activities, or programs during each fiscal year.

- 2. Deliverables.** Contractor shall provide:
 - a. An annual financial review performed by an independent party with acknowledged financial experience to include, at a minimum, all financial records relating to the contract period, and furnishing County with a copy of the first such review by September 30, 2016. A copy of the Contractor’s most recent financial audit performed by an accountant or accounting firm may be accepted in lieu of the financial review. This provision shall survive termination of the Agreement.

- b. Written reports, on forms provided by County, covering each three (3) month period of term of the Agreement, with the first period beginning July 1, 2013. The reports will include financial information describing Contractor’s use and expenditures of County funding and, at a minimum, summary information on:
- (1) The efforts undertaken and the results of Contractor’s solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;
 - (2) The level of participation, reported by age, gender, and residence of the participants, in the various programs, events, and other activities associated with the Los Alamos Arts Council;
 - (3) The estimated level of increased visitation to the Los Alamos area as a result of the contractor’s events, programs, and services, if applicable;
 - (4) The level and results of Contractor’s collaboration and coordination of effort with other community service providers;
 - (5) A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts and
 - (6) A description of the Contractor’s efforts to market/advertise events, programs and services.

Contractor shall furnish these reports to the County Community Services Director within thirty (30) days after the end of each reporting period.

Narrative information:

Summary information addressing services provided and the requirements in Section A. 1. Contractor Services and 2. Deliverables above:

4th Quarter (April – June 2016):

APRIL 2016

We began the month with our **Brown Bag Performance Series** featuring a young pianist Charles Lieou who played to an audience of approximately 50. This talented young man is a post doc at the Lab. The audience gave him a well-deserved standing ovation. Also, in April we prepared for our Spring Arts and Craft Fair. It was held at Ashley Pond due to renovations at Fuller Lodge. This is the first year in its history that it was held at a different venue. Although Ashley Pond was a beautiful venue, most of the artists agreed that they prefer the Fuller Lodge Lawn.

LAAC did not do kite building workshops in the schools this year. We offered kites to the art departments. Chamisa art teacher, Rene Mitsunaga, accepted our offer and held a workshop with 43 students. We also made 25 kite kits available for a workshop at Family Strengths Network.

The LAAC quarterly newsletter went out to the membership this month.

MAY 2016

May 6 found a couple of us preparing the lawn at Ashely Pond for the **Spring Arts and Craft Fair** on May 7. The weather was absolutely sunny this year, but far too windy. The wind made it difficult for the artists and it was frequently mentioned. The public was positive in its appreciation of the variety of artists at the fair. The fair had 75 booths and with artists sharing booths, approximately 85 – 90 artists.

This year we again had an area designated for children. We invited the “Party to Go” person who brought two large inflatables creating lots of fun for kids. Parents seemed to enjoy the entertainment for the kids. The wind caused her to leave early for safety reasons.

We collaborated with Dave’s Dogs and Jerilyn Massara of “The Spot” who provided food for the fair.

The artists had decent sales as judged by the surveys that were returned. The sales information on the surveys always runs from poor to fabulous. This year the strong wind took its toll in sales and many artists had an average day. The customers were pleased with the new vendors present at the event.

This event brings artists from around New Mexico to our community as well as those attending the fair. A percentage of artists stay in our hotels and shop in the community while here.

LAAC continues to advertise the fair regionally. Our commercial runs at the Reel Deal Theater and we place ads in various papers as well as online.

Our **Brown Bag Performance Series** on May 4 featured Brian Newnam and a group called Trio de Los Alamos, including Cindy Little and Shanalyn Kemme. The audience numbered about 45-50 felt it was a really great program.

This year for the **19th Annual Los Alamos Kite Festival** the weather was favorable. There was a great crowd for the Summer Concert and night lighted kite fly on Friday evening.

We held the kite building workshops for children from 12-2 p.m. on Saturday and Sunday. This year we made approximately 575 kites in the kite building workshops. Our funding is down for this program, but we managed this year, as last year the event was rained out on Sat., so we had quite a number of kite kits left to use this year. Next year we will be looking for additional sponsors to keep the Kite Festival running at its current level. Including the concert night, this event had close to 2,000 people in attendance.

JUNE 2015

The **Brown Bag Series** final performance was held June 1 with David and Matt Hanson performing as part of the Los Alamos Early Music Ensemble. There were about 45 people in attendance.

The LAAC **Annual Meeting** was held on June 9th this year. The Arts Council elected 3 new directors. In attempting to get a larger turnout for this meeting, we had entertainment performed by the group, the Double A Trio. We are making slow progress with about 25 in attendance this year.

In planning for the Los Alamos ScienceFest, the Arts Council will again present the Annual Sec Sandoval Chalk Walk. This year we will have a new 3-D chalk drawing from We Talk Chalk thanks to sponsorship from LANB. Additionally, we will have the squares available for the public to do their chalk drawings. It is always fun for children as well as adults.

B. 1. The efforts undertaken and the results of Contractor’s solicitation of meaningful

participant input and/or feedback and a demonstrated willingness to act on this information;

LAAC receives feedback at many of our events from participants.

Feedback is always positive at our Brown Bag Performances. The comments from the audience as they leave are always positive. They are happy to have such wonderful programming. (This is one of the programs that we survey.)

We receive a variety of comments on these surveys. Generally they are happy with the facility. The programs have been very high quality and this is recognized on the surveys. People have mentioned that they love the programming that is done for these noon performances.

Not everyone fills out the survey, but those that choose to do so, have very favorable comments. We realize that the programs are free to the public and are appreciated as such.

There are rarely any negative comments. We receive a few small donations after many of the performances.

LAAC is grateful for the number of talented artists who are willing to give time to this series for they are the ones who make it possible and successful.

B. 2. The level of participation in LAAC events can be described as follows;

Residence:

A majority of our audiences are residents of Los Alamos. However, certain events, such as our arts and craft fairs and kite festival do attract people from surrounding areas. This quarter the events were attended by Los Alamos residents as well as from surrounding areas.

Age/gender:

Most of the participants in our events and programs held at Fuller Lodge are adults with an emphasis on those 40 and older. The Brown Bag Series occasionally has children in the audience. This quarter we had many children at the Craft Fair and, of course, the Kite Festival was all about children with 575 making kites at the workshops and many more flying kites. This doesn't include the 2 workshops for children which numbered 68.

B 3. The estimated level of increased visitation to the Los Alamos area as a result of the contractor's events, programs, and services, if applicable;

This quarter the Arts and Crafts Fair brought artists as well as attendees to Los Alamos. Some (a small percentage) of the artists stay in local hotels and eat in local restaurants. We ask these questions on our surveys.

B 4. The level and results of Contractor's collaboration and coordination of effort with other community service providers;

Collaboration is one of the measures of success for an arts council and our collaborative efforts are many. Collaborations from this quarter alone are listed as follows:

- LAVA at Betty Ehart put flyers around town for our events.
- LAAC attends the Cultural Coffee Klatch meetings with various organizations to coordinate events.
- LAAC offered space at the Arts and Crafts Fair for other nonprofit organizations.
- LAAC worked on plans for the ScienceFest in July with representatives from many other community organizations and service providers as well as businesses, and the County.

B 5. A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts;

LAAC received the funding from LANB for the Kite Festival in May 2016.

LAAC received funding from MainStreet for advertising for the May Craft Fair.

B. 6 A description of the Contractor's efforts to market/advertise events, programs and services.

LAAC markets events in Los Alamos by means of paid advertising, flyers, street signs, commercials at the Reel Deal. We place ads in surrounding communities. We also use Face Book and networking with our members, as well as, placing information on our web site. This quarter we used street signs and banners, LAVA, Face Book, the web site and email of programs to our members, KRSN radio and other paid advertising, both local and regional.

3rd Quarter (January – March 2016):

January

This quarter began with our **Brown Bag Performance Series** on January 6 featuring pianist Juanita Madland. We had a decent audience numbering 60 for this performance. It was well received. We published the quarterly issue of our newsletter, "Look at the Arts."

February

The **Brown Bag Performance Series** continued with pianist Rheta Moazzami and poet Dr. Doris Fields on February 3. This was a special program of music and poetry in honor of Black History Month. There were 55 people attending. Although a different type of program for the Series, the performance was much appreciated by the audience.

We held our monthly board meeting on February 11.

March

Again, we began the month with the **Brown Bag Performance Series** featuring the Ensaga Players. It was a good program and a popular group. Some of the performers were from LAHS, but excellent musicians. The audience of approximately 60 really enjoyed the program. The venue was the United Church as Fuller Lodge is undergoing renovations at this time. No performances can be scheduled until after May 13 in Fuller Lodge. Comments were made that the United Church has good acoustics for chamber music performances.

We continued with committee meetings to plan the Spring Arts and Crafts Fair and the Kite Festival.

The Spring Arts and Crafts Fair will be held at Ashley Pond this year due to the renovations at Fuller Lodge. This will mean more work in the planning phase for LAAC as it is a new venue and a very different configuration of space. The County Rec. Dept. has been most helpful with suggestions.

LAAC is seeking a matching grant from MainStreet for the Spring Arts and Crafts Fair.

LAAC sought and received funding from LANB for the upcoming Kite Festival in May. This year, however, LANB is funding at a much lower level than in previous years. This will lead to either finding another sponsor or making changes in the kite festival in the future.

The President appointed two new board members to replace those who needed to resign. One more will be appointed at the April board meeting. This will return the board number to our previous number beginning FY 15-16.

This quarter is usually a somewhat quiet one for LAAC. This year it is particularly true with the renovations of Fuller Lodge. The LAAC office is surrounded by construction of various sorts.

B. 1. The efforts undertaken and the results of Contractor's solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;

LAAC receives feedback at many of our events from participants.

Feedback is always positive at our Brown Bag Performances with several performers receiving a standing ovation during the season. The comments from the audience as they leave are always positive. They are happy to have such wonderful programming. (This is one of the programs that we survey.)

We receive a variety of comments on these surveys. Generally they are happy with the facility. The programs have been very high quality and this is recognized on the surveys. People have mentioned that they love the programming that is done for these noon performances. There have also been suggestions for different programming. LAAC offered the special program for Black History Month with poetry and music as a result of these suggestions.

Not everyone fills out the survey, but those that choose to do so, have very favorable comments.

This quarter the United Church as a venue for chamber music performances was mentioned as preferable to Fuller Lodge.

We realize that the programs are free to the public and are appreciated as such. There are rarely any negative comments. We receive a few small donations after many of the performances.

LAAC is grateful for the number of talented artists who are willing to give time to this series.

B. 2. The level of participation in LAAC events can be described as follows;

Residence:

A majority of our audiences are residents of Los Alamos. However, certain events, such as our arts and craft fairs and kite festival do attract people from surrounding areas. This quarter the events were attended by Los Alamos residents.

Age/gender:

Most of the participants in our events and programs held at Fuller Lodge are adults with an emphasis on those 40 and older. The Brown Bag Series occasionally has children in the audience. This quarter perhaps twelve or so young children attended.

B 3. The estimated level of increased visitation to the Los Alamos area as a result of the contractor's events, programs, and services, if applicable;

This quarter our programming was not applicable to this question.

B 4. The level and results of Contractor's collaboration and coordination of effort with other community service providers;

Collaboration is one of the measures of success for an arts council and our collaborative efforts are many. Collaborations from this quarter alone are listed as follows:

- LAVA at Betty Ehart put flyers around town for our events.
- LAAC attends the Cultural Coffee Klatch meetings with various organizations to coordinate Events.
- LAAC has been a part of the Creative District Advisory Committee that continues to plan for the district in the downtown area. This committee is undergoing change, but LAAC will continue to play a role in the future.

B 5. A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts;

LAAC received the funding from LANB for the upcoming Kite Festival in May 2016. LAAC is seeking a matching grant for advertising from MainStreet for the Spring Arts and Crafts Fair.

B. 6 A description of the Contractor's efforts to market/advertise events, programs and services.

LAAC markets events in Los Alamos by means of paid advertising, flyers, street signs, commercials at the Reel Deal. We place ads in surrounding communities. We also use Face Book and networking with our members, as well as, placing information on our web site. This quarter we used LAVA, Face Book, the Monitor, Daily Post, the web site and email of programs to our members.

2nd Quarter (October – December 2015):

October

The **Brown Bag Performance** Series this month featured guitarist Marcos Cavalcante. He is a fabulous performer who lives in Los Alamos. He brought a vocalist with him and together they presented an outstanding program. Many people commented at the end of the program about how much they enjoyed artists.

This month began our seasonal events. LAAC sponsored the **15th Annual Scarecrow Contest** working with MainStreet. This year there were 16 scarecrows once again decorating the street lights on Central Ave. from October 24th –31st with participation of local businesses, organizations, families, and school children. The number of scarecrows varies slightly each year and the creativity of the participants is amazing. It is truly an event for the whole community. LAAC continues to receive positive feedback from this event. Each year people tell us that they love the scarecrows and that they are more creative than in previous years. People look forward to the event as they begin talking about it when October begins. It has become a wonderful experience for the community and a fun part of Trick or Treat on MainStreet.

LAAC held a **Pumpkin Carving Party** the morning of the Pumpkin Glow. Smith's donated 98 pumpkins for the carving party at **Smith's Market Place**. There were nearly 300 people attending, counting parents of the children. Many people bring their own pumpkins to carve. It has become a popular event for many of our foreign residents as they want to participate in this Halloween activity. We had more than the 98 pumpkins carved at the event.

The **13th Annual Pumpkin Glow** was held on Saturday, Oct. 31st. (Our commercial at the Reel Deal Theater ran for a couple of weeks promoting the Pumpkin Glow.) This year LAAC once again participated in High Tech Halloween at the **Bradbury Science Museum**. We had a station and demonstrated carving pumpkins for the crowd that passed by during the event. This year our station was interactive. We provided pumpkins for children to try some of the carving tools and make designs. Approximately 2209 people attended this event. This collaboration helped to promote the Pumpkin Glow.

There were **1678 (by clicker count) attendees** viewing over 215 lighted jack-o-lanterns carved by members of the community. It was truly a fantastic display of creativity. One group also organized a scary theme for their display, while another group effort made a haunted scene display. This year we were unable to have the 3D video for the event that everyone loves. However, we had a visit from the Oscar Mayer Wienermobile which caused much excitement. People were able to tour inside and have the rare opportunity to take pictures of themselves inside the Wienermobile.

As part of Halloweekend activities, LAAC sponsored the **Masquerade Recital** on October 31 at which about thirty costumed music students played a variety of eerie music for the audience. This is a very popular program with the audience numbering about 120 at Fuller Lodge. Music teachers report that their students love performing at this recital and look forward to it each year.

Beginning at 7 p.m. the Nomads, a local band, played music inside Fuller Lodge. The costumed crowd enjoyed dancing and refreshments (provided by **MainStreet**) rounding out a day of fun Halloween activities.

NOVEMBER

Once again the **Brown Bag Performance Series** on November 4th began our monthly events. It featured music students who had won district competitions and were to continue on to State. It is a popular program and the audience numbered about 50.

Our main event this month was the LAAC **Holiday Arts and Crafts Fair** on Nov. 21st. We again spent a lot of money on advertising in Los Alamos and surrounding areas with the hope of increasing the number of attendees for the event. We made a commercial with PAC 8 to run at the **Reel Deal Theater**. We placed ads in the Albuquerque Journal North, the Santa Fe Pasa Tiempo as well as our local **Monitor** and **Daily Post**. This year the fair returned to the Middle School again. The school was very accommodating and the courtyard was lovely. It worked well as a food court with several food vendors taking part. This, of course, was largely due to the wonderful weather the day of the fair. People enjoyed sitting on the benches in the warm sun. We were able to have more booths at the Middle School. We provided space for several nonprofit organizations such as Animal Shelter Calendar Sales, the LAHS seniors who are planning a European trip. The Girl Scouts offered gift wrapping for customers.

The holiday decorating of Fuller Lodge took place Nov. 23rd and 24th this year. The Arts Council has taken the lead in making sure this happens each year. The decorations are seasonal and consist of greens, lights and red bows. It generally takes most of one day, part of a second day and includes putting up and decorating the tall Christmas tree that adds to the spirit of the season at Fuller Lodge. Several people help to make this all happen. This is in preparation for the Fuller Lodge Open House taking place at the end of the week during Winterfest. The lodge remains decorated throughout December and many groups in the community have programs and parties during this time. We always are told how lovely the building looks.

DECEMBER

This year LAAC collaborated again with **CB Fox** to decorate the store window on Central Ave. for the holiday season. LAAC put together a committee to design and decorate the holiday window as a gift to the community for the holidays. It also represents a collaborative effort with a business in the Creative District.

The December 5th **Fuller Lodge Holiday Open House** -- a collaborative effort of LAAC, LA Historical Society (another community cultural service provider) and the Fuller Lodge Art Center-- a part of MainStreet's Winterfest was again very successful. People filled the building from 10 a.m. to 3 p.m. this year. We began the entertainment with the Chamisa SingSations followed by pianist Juanita Madland and a few friends who led folks in a holiday sing-a-long during this time. The sing-a-long was followed the Dance Arts Los Alamos young dancers performing Snowflakes and Stars. The last performer was Cipriano Vigil who played the guitar

and sang New Mexican folk songs.

Several nonprofit organizations were represented during the open house.

The Historical Society had books and other items for sale from the Museum Shop., The Animal Shelter had calendars for sale, while the Boy Scouts had Christmas wreaths, popular items, for sale this year. LAAC, in addition to organizing most of the entertainment and nonprofit organizations, served punch and cookies to the hundreds who attended the event. This year LAAC also sold a few holiday gift items as a fundraiser.

The LA Family Council held a very popular Cookie Walk. People were able to select holiday cookies while making a donation to a worthy cause.

With the wreaths, holiday cookies, and musical programs, the spirit of the season certainly was on display at Fuller Lodge which was filled with activities and people all afternoon. We estimate that we had ~600 attending.

Our **Brown Bag Performance Series** on December 3rd featured a vocal group. This program concluded the fall season with an audience attendance of about 50 that was very enthusiastic about the performance.

During this quarter our collaborations with other organizations were many and include LA Historical Society, Fuller Lodge Art Center, LAVA at the Senior Center for placing our posters for our events around the community. Our seasonal events involve a number organizations as well as businesses in town. Some of them are: LA Historical Society, Animal Shelter, Smith's, Fuller Lodge Art Center, LA Family Council, Bradbury Science Museum, UNM-LA, Self Help, CB Fox, MainStreet and the many businesses and organizations participating in the Scarecrow Contest.

B 1. The efforts undertaken and the results of Contractor's solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;

LAAC receives feedback at many of our events from participants. We actively solicit comments and suggestions from exhibitors at our craft fairs as well as some of our other programs. LAAC is attentive to the feedback that we receive from our surveys from the artists at the craft fairs. We are quite willing to act on suggestions if we feel that it will enhance the fair in some way. Most recently we surveyed artists about the venue for the Holiday Arts and Crafts Fair and we selected the Middle School as a result of the information returned to us.

B 2. The level of participation, reported by age, gender, and residence of the participants, in the various programs, events, and other activities associated with the Los Alamos Arts Council;

Residence:

A majority of our audiences are residents of Los Alamos. This quarter the Holiday Arts and Crafts Fair draws people from outside of Los Alamos. The Pumpkin Glow, also, is another event that brings people from surrounding areas to Los Alamos. Many of our international residents participate in the carving parties.

Age/gender:

Most of the participants in our events and programs held at Fuller Lodge are adults with an emphasis on those 40 and older. This quarter many of our events attracted all ages such as the

Pumpkin Glow, carving parties, Holiday Craft Fair, and the Fuller Lodge Open House. The Masquerade Recital participants are children. The carving parties are geared toward children, but many adults participate as well.

B 3. The estimated level of increased visitation to the Los Alamos area as a result of the contractor’s events, programs, and services, if applicable;

This quarter the Holiday Arts and Crafts Fair provided increased visitation by the artists who come to town to participate. Some people from off the hill attend the Craft Fair. The Pumpkin Glow also brought people from off the hill to the event.

B 4. The level and results of Contractor’s collaboration and coordination of effort with other community service providers;

LAAC collaborated with Fuller Lodge Art Center, MainStreet, LA Family Council, Self Help, LAVA, as well as a number of other organizations this quarter.

B 5. A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts;

LAAC sought and received funding from MainStreet for the Pumpkin Glow advertising.

B. 6 A description of the Contractor’s efforts to market/advertise events, programs and services.

LAAC markets events in Los Alamos by means of paid advertising, flyers, street signs, commercials at the Reel Deal. We place notices with the schools about the Pumpkin Glow. We place ads in surrounding communities. We also use Face Book and networking with our members, as well as, placing information on our web site.

1st Quarter (July – September 2015):

JULY

LAAC held the **Board Retreat** with 7 board members present on July 18 and welcomed new board members and made plans for the coming year.

Missoula Children's Theatre residency took place July 20-25 this year. This year about 60 children and teenagers auditioned for parts in the production "The Jungle Book." All of the children selected for their talents on and off stage and buckled down to a week of rehearsals culminating in a delightful evening of story, song and dance for family, friends and theater patrons. LAAC extended itself this year by once again offering theater workshops on "Let's Make Up" and "Improvisation" for 35 youngsters per class. These workshops were open to children who were in the performance as well as those not selected. The audience attendance for the performance was 237. The Los Alamos Arts Council is most appreciative of the County support for this program. The costs of this program continue to rise. We request that children selected for the performance pay \$35. With this additional money and allocation of County funds for Missoula we were able to have a positive cash flow. Missoula cast members were asked the questions for LA Scores this quarter and all of them gave good to excellent ratings for the program and want to participate again in the future.

LAAC continues to hold the program at the Crossroads Bible Church. The facility is very

adequate for the size of audience that attends the performance. This year we also had a small grant from New Mexico Children’s Foundation.

The Sec Sandoval Chalk Walk was a part of ScienceFest which moved to July this year. Many thousands of people came to town to participate.

Our Chalk Walk brought adults and children of all ages to view the 3D drawing and draw 16 squares for the actual chalk walk. We counted 398 people stopping by to take pictures of our 3D chalk drawing, while probably close to 40 participated in the drawing of squares.

The newsletter was sent out this month.

AUGUST

LAAC held the monthly board meeting and discussed the upcoming fall season when many of our events take place. This month tends to be our slowest of the year with regard to performances. We did not do a Summertime Coffeehouse.

LAAC again put together a request to the County Council for a proclamation to have the month of September declared the “Month of Arts and Culture” in Los Alamos. The proclamation was presented at the County Council meeting on August 25.

SEPTEMBER “Month of Arts and Culture”

During the month of September a banner is in place over Diamond Dr. with the logos of various organizations. The organizations collaborate to try to promote a month of arts related events to the community. This month usually is when many of the various programs begin their seasons.

The Brown Bag Performance Series was held on Sept. 2 at Fuller Lodge. Our season began with the LA Light Opera presenting vignettes of their upcoming performance “Young Frankenstein.” An audience of about 50 enjoyed the performance.

The LAAC board met and continued planning for the upcoming seasonal events among other things.

B 1. The efforts undertaken and the results of Contractor’s solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;

LAAC receives feedback at many of our events from participants. We actively solicit comments and suggestions from exhibitors at our craft fairs as well as some of our other programs.

As for participants rating of the Missoula experience good/excellent, the children surveyed were enthusiastic and want to participate again next year. They have a positive feeling toward the Arts Council as do their parents. We always hear what a wonderful program it is from the parents and have heard stories of how the experience was positive for their children. Several parents shared stories of the positive impact that the Missoula experience has had on their children. We have seen the skills of children improve over the years as they return to perform each summer and receive larger parts.

B 2. The level of participation, reported by age, gender, and residence of the participants, in the various programs, events, and other activities associated with the Los Alamos Arts Council;

Residence:

A majority of our audiences are residents of Los Alamos. This quarter Missoula Children’s Theatre brings a local audience to the performance. The Sec Sandoval Chalk Walk, however, saw folks from out of town as well as local people who came to the ScienceFest.

Age/gender:

Most of the participants in our events and programs held at Fuller Lodge are adults with an emphasis on those 40 and older. This quarter Missoula Children’s Theatre was a program for children. The performance had about 59 children while the audience for the performance consisted of adults as well as children.

The Sec Sandoval Chalk Walk as a part of the ScienceFest brought 398 people to our booth to view the 3D drawing and take pictures. These were adults, teens and children. Nine squares of the sixteen were drawn by children at the event.

B 3. The estimated level of increased visitation to the Los Alamos area as a result of the contractor’s events, programs, and services, if applicable;

This quarter the Sec Sandoval Chalk Walk, as part of the ScienceFest, saw many people from “off the hill” in attendance. Since we were a part of ScienceFest we benefitted from this collaboration with increased attendance.

B 4. The level and results of Contractor’s collaboration and coordination of effort with other community service providers;

LAAC collaborated with MainStreet and many other organizations (including community service providers) that took part in the Los Alamos ScienceFest. The planning for this event is a year-long effort of meetings of all of the organizations.

LAAC received the County Proclamation on August 25 for “September Month Arts and Culture” on behalf of the many arts organizations in Los Alamos.

LAAC is a part of the Creative District Advisory Committee and meets with various other community service providers and organizations in this capacity.

B 5. A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts;

LAAC received funding from New Mexico Children’s Foundation for Missoula Children’s Theatre.

B. 6 A description of the Contractor’s efforts to market/advertise events, programs and services.

LAAC markets events in Los Alamos by means of paid advertising, flyers, street signs, and commercials at the Reel Deal. We send notices to the schools about Missoula Children’s Theatre. We place ads in surrounding communities. We also use Face Book and networking with our members.

Notable Achievements/Improvements:

4th Quarter (April – June 2016):

LAAC is working to improve attendance at the annual meeting. We offered food and musical entertainment that was well received by those who came. The evening was lovely and appreciated by those in attendance. Our goal is to provide an evening that will result in increased attendance.

3rd Quarter (January – March 2016):

None to report.

2nd Quarter (October – December 2015):

LAAC made some small changes to our Holiday Arts and Crafts Fair. These changes improved advertising and food available for the artists as well as customers.

1st Quarter (July – September 2015):

The Chalk Walk continues as a part of ScienceFest and remains a popular event. Our spot in front of the Post Office turned out to be a surprisingly good place- perhaps the best place we have held it. We would select that spot again in the future.

Opportunities/Dreams/Recommendations/Problems:

4th Quarter (April – June 2016)

LAAC received support from the County to bring a large special performance to the community in honor of our 50th anniversary. We are grateful for the opportunity and look forward to making this happen in 2017.

3rd Quarter (January – March 2016):

Problem: The LAAC office has been in the middle of the renovation at Fuller Lodge. We can do no programming in the building or grounds surrounding the lodge during this time- until May 14. Fortunately we have been able to use other venues such as the United Church. The May craft fair will be held at Ashley Pond. We appreciate the County making the pond available for the fair.

2nd Quarter (October – December 2015):

LAAC is glad to have had the opportunity to work with CB Fox in decorating the holiday window. It has been a gratifying experience and I believe that the community has enjoyed the results.

1st Quarter (July – September 2015):

Problem: LAAC learned that we will not be able to have our programs at Fuller Lodge this spring during the renovation period. Fortunately, we were able to make alternate arrangements for our Brown Bag Series and the Spring Arts and Crafts Fair and change the date of other programs. It remains to be seen how this will impact attendance at these events.

Opportunities: LAAC has learned of some new potential grants and fundraising opportunities that we may be eligible for this year.

Annual Financial Review Attached? (Check one)	Yes Date of Report:	No X
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Financial Information:

AGR14-4001 LAC Direct Funding Only – \$9,000.00	1st Quarter FY2016 (July – Sept 2015)	2nd Quarter FY2016 (October – Dec 2015)	3rd Quarter FY2016 (January – March 2016)	4th Quarter FY2016 (April – June 2016)
Type of Expense				
Personnel	\$725.00	\$725.00	\$725.00	\$725.00
Supplies	\$75.00	\$75.00	\$75.00	\$75.00
Event / Program	\$825.00	\$825.00	\$825.00	\$825.00
Media	\$500.01	\$500.01	\$500.01	\$500.01
Misc. Expense	\$124.98	\$124.98	\$124.98	\$124.98
Total Expenses	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00

LA Scores (Performance Evaluation Data):

Qtr 4 (Apr – Jun 2016)

Participants served through LAARTS Programs Per Quarter: 3,962

Paid Staff Hours Per Quarter: 363.90

Volunteer Hours Per Quarter:-185

Participants Providing Feedback Per Quarter: ~30(Brown Bags, Kite Festival, Arts and Crafts Fair). They “loved” the kite festival, enjoyed new artists at the Craft Fair, and thought the Brown Bag performances were “outstanding.”

Participants Rating their Experience Good or Excellent Per Quarter: All of the people shared positive comments about each event—the wind notwithstanding at the craft fair .Approximately 30.

Qtr 3 (Jan – Mar 2016)

Participants served through LAARTS Programs Per Quarter: 180-Brown Bag programs

Paid Staff Hours Per Quarter: 288.25

Volunteer Hours Per Quarter: 100.5

Participants Providing Feedback Per Quarter: 10-mainly about Brown Bag programs

Participants Rating their Experience Good or Excellent Per Quarter: All were positive, despite the change of venue, etc. They like the acoustics at the United Church for the Brown Bag programs.

Qtr 2 (Oct – Dec. 2015)

Participants served through LAARTS Programs Per Quarter: 6,964

Paid Staff Hours Per Quarter: 449

Volunteer Hours Per Quarter: 342

Participants Providing Feedback Per Quarter: ~50(BB,PG,ACF, FL Open House)

Participants Rating their Experience Good or Excellent Per Quarter: 40(The only responses less than good or excellent are from some of the artists in Nov. craft fair. These comments relate to sales or number of attendees at the fair.

Qtr 1 (Jul – Sep 2015)

Participants served through LAARTS Programs Per Quarter: 813

Paid Staff Hours Per Quarter: 331

Volunteer Hours Per Quarter: 230

Participants Providing Feedback Per Quarter:(Missoula 35)Chalk Walk 5

Participants Rating their Experience Good or Excellent Per Quarter(MCT 35)Chalk Walk 5