

DEPARTMENT OF CULTURAL AFFAIRS

MAKING A DIFFERENCE

SHARING OUR STATE'S CULTURAL LEGACY

DCA services – in education, professional development, technical assistance, and consultation - extend to **every county in New Mexico. In FY17:**

- **937,659 visitors** to Museums and Historic Sites
- **371,363 participants** in on-site educational programs
- **157,362 participants** in outreach events and activities
- **\$997,122 in arts grants** to 178 organizations statewide
- **\$893,446 in GO Bonds to libraries** around the state, with another \$90,607 in grants to tribal libraries
- **The Art in Public Places Program completed 253 projects** in 8 different NM counties, totaling about \$1,160,000.



WONDERS ON WHEELS!
MUSEUM ON THE MOVE

The inaugural year of the Wonders on Wheels (WOW) program, a rural common core curriculum based museum educational initiative of Governor Susana Martinez visited all 33 counties in New Mexico. The WOW is a specially retrofitted 38 foot RV featuring 300 square feet of exhibit and curriculum-based programming. WOW programs educated 13,144 school children and 4,286 adults totaling 17,340 rural and underserved New Mexicans.

PREPARING THE NEXT GENERATION OF SCHOLARS

OUTREACH AND EDUCATION

- Participation in DCA's Off-site Education & Outreach programs is on track to increase by more than 10% over FY17 totals.

FY17 (total): 157,362

FY18 (to date): 168,873

FAMILY PASS

- The DCA Family Pass has expanded access to the state's museums. The pass, checked out at local libraries, provides free access to state museums and historic sites.

FY17 (total): 11,903

FY18 (to date): 10,719

LITERACY

- The public library summer reading program increased participation from 59,392 in FY11 to 98,889 in FY17.

A CORNERSTONE OF OUR ECONOMY

ARTS AND CULTURE SECTOR IMPACT

- Arts and cultural industries generate \$5.6 billion into New Mexico's economy.
- Arts and cultural industries support 76,758 jobs – 1 in 10 jobs statewide. This is a higher number than the construction and manufacturing industries combined.
- Arts and cultural jobs provide \$2.2 billion in salaries.

UNM Bureau of Business and Economic Research Statewide Study Fall 2014

CULTURAL ATLAS

- DCA developed the Cultural Atlas, an innovative mobile app that puts cultural and heritage sites at the fingertips of smartphone users, promoting tourism in New Mexico.

