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**QUESTA  
CREATIVE  
COUNCIL**



**Strengthening community through arts,  
culture, history, and education**

## 2021 Annual Report

### A Tipping Point!

The success of our hybrid and online events during the pandemic allowed us to keep up the momentum of raising our profile in the community during an unpredictable time. Our projects continue to reach an increasing and broader number of participants. Generous emergency grants during the pandemic supported strengthening our core administrative work this year which allowed our Project Leaders to focus on their events. This led to a rousing return of an in-person studio tour last August, and several musical and other programs this year. Our community was ready for us and we were ready to support even more of what makes our region unique.

**Here is a summation of 2021's accomplishments:**



Our **Questa History Trail** officially opened on National Trails Day in June with a guided walk to view our long-lasting signage along a route connecting 'downtown' to our historic plaza. 71 visitors enjoyed the event, most from Questa and Taos County, and eight from Texas and Arizona. Ten volunteers from the community helped host the event. Many others visited our deeper information available online at [QuestaTrail.org](http://QuestaTrail.org). Outreach to our schools followed as our local district prepared for their new school year. Interface with area youth groups saw visitors from ages 4 to 12 walk the trail, and ask some very interesting questions!

Our **Questa Studio Art Tour** returned live with 45 participating artists. 650 visitors came into Questa from around the western states. Most were from Questa, almost as many from Taos, some from further away in New Mexico, plus visitors from Colorado, Texas, and Oklahoma. Visitors not only enjoyed our local studios and easy-to-reach artist hubs, but experienced the beautiful surroundings along this 8-mile scenic route. Almost all participants reported increased sales, with ten artists reporting sales over \$1,000 and eight reporting sales between \$500 and \$1,000. The online portal offers 24/7 access to creativity at [NorthernNewMexicoArtists.com](http://NorthernNewMexicoArtists.com).



**Northern New Mexico Music: Past & Present** recorded stories and songs of Penitente tradition. Due to the pandemic, we replaced plans for a live concert with a Facebook Live event that showcased five local musicians and drew close to 1,500 viewers, both live and after the date. This is still available to enjoy online. Find links on [our website](#).

**Our Questa Chamber Music Series** made a casual comeback with two sold out “open rehearsal” events that 66 visitors from the area enjoyed. Two area musicians presented historical Spanish and Latin music, part of the roots of our area. Hosted at the Yoga Sala venue in Questa, this project honors a local tradition of informal musical gatherings. Find the video hosted on our YouTube channel. @Questa Creative Council

**We repeated our annual Art Kits for Kids** fund drive. This closed the year with a pre-holiday distribution of over 50 high-quality art supply kits to our area’s school-age kids.

**We could not have done all of this without our members and fans!**

### **Our mission remains the same**

Questa Creative Council seeks to strengthen and sustain community enrichment and economic opportunities through arts, culture, history, and education.

### **Diverse skills and experience continue to be our strength**

Some founding members were able to step back to an advisory role while also keeping their places on project teams.

Our current Executive Board is Alberta Bouyer, Flavio Cisneros, Mary Jo Kelly, Claire Cote, and Martha Shepp. Additional Board members are Jeannie Masters, Kate Cisneros, Nancy Parker, and Ellen Wood. Project Leaders are Peggy Trigg, Chris Arellano with Claire Cote, Martha Shepp, Alberta Bouyer, and Betsy Irwin. Additional supporters are Benita Muniz, Jean Rael, Judy Rutledge, Linda Betz, and Yolana Acosta.

**What we look forward to this year:**



Our longest-running project, NeoRio, will produce video and written documentary soon, to highlight what went right during 10 years of success and how this can inspire our future. More multi-media work will be recorded by Chris Arellano and his NNM Music project, with a live concert in March or April. We plan for additional engagement with Questa’s History Trail (school field-trips, student docents?). And we will restart our Art for All workshops this spring (ideas and volunteers welcome).

**Many thanks to our collaborators!**

This past year we interfaced with LEAP, Questa Stories, Manitos Community Memory project, Yoga Sala, the Village of Questa, and the Questa Public Library.

**And our much appreciated sponsors!**

Ambitions Consulting Group, Art Questa, Virsylvania Farms, and WOW Art Glass.

**Financial Overview for 2021**

<b>Questa Creative Council 2021 Financial Overview*</b>	<b>Total Income</b> \$64,430.46	<b>Total Expenditures</b> \$32,807.68	<b>Estimated In-Kind</b> \$61,680
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The majority of our budget goes to project and programming expenses, with the balance providing a platform of core operating costs that allow our projects to continue. This year we added professional contractors to our budget. This prevented the overwhelm of our Project Leaders, Board and volunteers, and allowed growth of our events and programs.

**Without YOU, we could not exist**

Our member donations are crucial to illustrate community support, balance matching grants, and enable our work prior to receiving reimbursement-grant funds.

This last year, we received grants from Questa Economic Development Fund, NM Arts, LANL Foundation, and Taos Community Foundation, and generous year-end donations from a growing number of individuals in the community!

QCC 2021 Income	
Grants	\$ 38,241.00
Business Donations	\$ 100.00
Individual Donations	\$ 3,495.48
Membership Fees	\$ 1,250.00
Event Entry Fees	\$ 2,230.00
<b>Total Income 2021</b>	<b>\$ 45,316.48</b>
QCC 2021 Expenses	
QCC Core Operating Expenses	\$ 15,461.50
Neo Rio	\$ 200.00
Questa Studio Arts Tour	\$ 9,653.97
Questa Chamber Music Series	\$ 1,425.00
Northern New Mexico Music Project	\$ 4,700.00
Questa History Trail	\$ 424.23
QCC Project Support-Advertising	\$ 1,720.02
<b>Total Expenses 2021</b>	<b>\$ 33,584.72</b>

### Our Membership levels:

#### Friend \$10

*We thank you. Our smaller donations add up!*

#### Collaborator \$25

*Those who can give a bit more are appreciated.*

#### Supporter \$50

*Larger donations give the "matching funds" we need, to be awarded prestigious grants.*

#### Sponsor \$100

*This level of support lets us breathe easier and plan more dynamic programs.*

#### Advertising Sponsor \$200+

*We publicly thank you on our PR materials and help you show your support for arts in our community!*

**All our members receive our quarterly e-newsletter, to stay updated on what their support is funding. Join us by visiting our website [QuestaCreative.org](http://QuestaCreative.org) and make a donation via PayPal or your credit card.**

### From hard work to real hope

In our first full year, 2018, we tired ourselves directing projects while also creating non-profit infrastructure. The next year, we gained larger grants and hired a professional bookkeeper. 2020 offered Core Support grants to engage additional paid staff, with our Board moving toward becoming an oversight body versus doing all the heavy lifting. We strive to meet each year's financial uncertainty, while also working toward sustainability and professionalism.

We're still in the search for a qualified Executive Director to take on overall management, and seek the financial support to carry the QCC into the future.

### Contact and support us at:

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www.QuestaCreative.org

Facebook: @Questa Creative Council

YouTube: @Questa Creative Council