



Strengthening community through arts,
culture, history, and education

2024 Review – A Year of Increased Funding & Broader Appeal

We wish this report to be a view of our status, accomplishments, goals, and needs as a new year begins. Since our inception in late 2017, we have seen much hard work and many hours donated by our volunteer Board and project supporters. We weathered the COVID19 years with creative flexibility and came out more successful than ever. With that growth and visibility, we needed to engage an Executive Director, who increased our funding and inspired greater community participation for our programs. Our 2024 projects reflected that success.

Our late summer **Questa Art Tour** has become our signature event with over 45 area artists and craftspeople participating, and more than 800 guests welcomed to our very scenic locale. In 2024 we received additional grant funding directly from the National Endowment for the Arts that allowed us to expand our advertising to better target art collectors in northern New Mexico and the Southwest. This led to increased sales, especially for our local visual artists.

Prior to that big effort, we had an eventful spring collaborating with Red River for the new Mayfest in the Mountains “rethink” of their Memorial Day event priorities. We hosted a **Quick-Draw** event during that weekend, which was profitable for our artists and fun for families. We see potential here for our Questa area artists to find ready collectors in new surroundings and broaden the appeal of this neighboring town to include artistic views of their beautiful location plus local crafts.

Two weeks after that, we organized a new **Celebrate Questa** event, offering docents along our Questa History Trail and local craftspeople and musicians at the adjacent Market area. This fun event built community spirit, though the June weather has become too warm to attract many guests. We are rethinking ways to highlight the deep cultural enrichment the History Trail offers. With local shoppers reluctant to come out on a Saturday in addition to their Sunday Questa Farmers’ Market attendance, we will focus our craft-sales activities during the holiday season.

This was the second year of taking the **Alumbra de Questa holiday market** under the QCC umbrella and again the VFW Hall was filled to the brim with handmade gifts, decor, jewelry and much, much more. Many happy vendors and guests shopped, mingled, and enjoyed the festivities on a fine December Saturday.

Our **Art for All workshops** held at the Questa Youth & Family Center continued, with ceramicist Anna Fuenning leading her very popular open studio for kids and adults, beginners, and the more experienced to explore all things clay.

We continued our collaboration with the Questa Public Library to distribute the gift of free art supplies to our local kids in December, **Art Kits for Kids**. This is always a popular event and we thank our generous donors!

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Financial Overview for 2024

Our budget in 2024 focused on providing core operating expenditures that allowed us to reach more participants. We continued to utilize professional contractors where necessary to maintain our level of professionalism and prevent the overwhelm of our Project Leaders, Board and volunteers. This is proving unsustainable, however, even given our expanded grant funding. 2025 will see a restructuring with less compensation going to contractors, and hopefully, more community members stepping up to help with the work needed to host our activities in a meaningful way.

QCC 2024 Income

Grants	\$27,606
Donations from Businesses	952
Donations from Individuals	2,758
Membership fees	2,639
Event participation fees	3,616
<u>Total Income</u>	37,571

QCC 2024 Expenses

Questa Art Tour	\$11,613
Questa Music Series	1,205
Questa History Trail	261
Questa Art Market	665
Art for All workshops	2,871
Art Kits for Kids	1,000
Alumbra Holiday Market	450
Quick-Draw (Red River paid).....	\$0
Operating expenses	23,974
<u>Total expenses</u>	42,039

In addition to our new NEA grant this year, we again received funding from New Mexico Arts, Taos Community Foundation, Chevron, and the LOR Foundation. And we have funding lined up for 2025 again from the Taos County Lodgers Tax in addition to other grants that must be planned for well in advance.

Our grants cannot, however, cover all our needs. Without your donations and volunteer hours we could not exist. Not only do your contributions provide crucial funding, they illustrate community support that justifies our grant applications. Your funds also balance matching grants and enable QCC projects to proceed as we await reimbursement-grant awards. We cannot take advantage of federal grants without these local funds.

Membership levels start at just \$10 per year. You can easily join or donate on our website. And whether you are an enthusiastic newcomer or a Questa founding-family member, we'd love you to join us for the occasional chore, seasonal event prep, or consistent support if you have computer skills! Every task you might do will take the burden off our over-extended Board. Many arts councils in small towns enjoy a pool of skilled, retired neighbors to volunteer their time vs. our small, hard-working community. We so appreciate every volunteer hour we are given!

The QCC board has been diverse since our founding. We are, in fact, the most diverse board of any arts council in the state! This mix of older and younger, male and female, long-time local and new residents is crucial in our ability to respond to economic and cultural desires for Questa.

Contact and support us at:

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