



## The PASEO 2018 in Taos, by the Numbers

*Fifth Annual Outdoor Art Festival Attracted Thousands of Participants, Touched Hundreds of Taos Students, and Brought Significant Commerce to Taos*

TAOS N.M.-- (November 5, 2018) –On Friday and Saturday, September 14<sup>th</sup> and 15<sup>th</sup>, eighteen Paseo-sponsored art installations (and a number of random acts of art) were viewed by a flood of locals and visitors in the largest art gathering in Taos in recent years.

The Paseo presented installation, performance, and projection art in Kit Carson Park and on the streets of the historic district of Taos from 7:00pm to 11:00pm on both Friday and Saturday.

Most of the Paseo artworks were participatory, meaning the audience was invited to be part of the art-- touch it, talk to it, dance with it, re-color it, step inside of it. The artists of each piece were present to explain their process and intentions.

### THE NUMBERS:

The **18 installations** were conceived and produced by **39 artists**. **Seven** of the installations were by artists living in New Mexico. **Eight** artists were international in origin—from Spain, Portugal, Colombia and Haiti. All the artists were paid for their work, thanks to funding received from grants and contributions from individual supporters. (More on that below.)

**Six artists** presented pre-festival workshops in Taos middle and high schools through a program titled STEMarts@PASEO which exposes students to cutting-edge technologies, science and art. Approximately **270 Taos youth** from **12 schools** including Questa and Penasco participated in Youth Day in the Space Cloud. In total, about **500 students** experienced some aspect of PASEO 2019's education programs.

This year, **120 volunteers** helped pull off the multi-venue event. The Paseo Project planning team consisted of **13 paid contactors** and an advisory board of **10 art experts**.

The PASEO's economic impact was measured by Southwest Planning and Marketing (SWPM) from Santa Fe. The company surveyed by email a sample of 264 festival attendees whose emails were collected face-to-face at the festival. SWPM estimates an attendance of **5,815** people on both nights combined. **90%** were residents of New Mexico (39% were Town of Taos residents), with other states of residency being Colorado, California, Texas and Arizona. Economic impact was estimated to be **\$513,660**.

Paseo organization's weekend revenues: **zero**. The Paseo was **100% free** public event.

The Paseo Project director Matt Thomas summed up the weekend: "I'm excited to see the community come out in force to support and partake in what were two incredible nights of art. Our expectations were exceeded. The art installations created by our local and visiting artists truly transformed the streets of Taos and we look forward to seeing it evolve in 2019."

The PASEO 2018 was funded with generous support from the Town of Taos, Taos County Lodgers Tax, Peter and Madeleine Martin Foundation for the Creative Arts, MAE Foundation, Taos Community Foundation, New Mexico Arts, a Division of the Department of Cultural Affairs, the National Endowment for the Arts, Nina's Fund, dozens of local business sponsors and many generous individual donors.

**Mark your calendar for The PASEO 2019: Friday and Saturday, September 13 and 14, 2019.**