



## CROSSROADS ART TRAIL of Doña Ana County

The New Mexico Arts Trails Program provides visibility and brings the market to artists and artisans in the marketed region, so they can retain more from sales of their work and continue to stay home and be productive as artists. The trails are a way to market the outstanding quality, vibrancy, and diversity of the arts in New Mexico to the rest of the world.

The Arts Trails Program is an art and economic development designed to put New Mexico artists on the map and bring the market to artisans and enterprises statewide. Some of the goals of the program are listed below.

- Promote arts-based tourism
- Stimulate year-round local economic activity in communities throughout New Mexico, especially in rural areas
- Increase cultural tourists' awareness of the arts
- Increase New Mexicans' awareness of their impact on the income of rural artists and their respective communities or regions.
- Respond to artists' stated needs to continue working in their studios and to earning their livelihoods in their current locales.

This program is made possible in part by New Mexico arts, a division of the Department of Cultural Affairs and the National Endowment for the Arts.



---

The Crossroads Art Trail of Doña Ana County is partially funded by a grant from NM Arts and locally sponsored by VAN, the Visual Arts Network. VAN is an unincorporated group of the executive officers or designated representatives of local Artists groups. Currently, VAN includes members of Artforms Artist Association, Artists of Picacho Hills, Border Artists, City of Artists Promotional Association, Fractal Artists, Las Cruces Arts Association, Potter's Guild, Society of Layerists in Multi Media, Sum Art, NM Watercolor Society, West End Art Co-op, Women's Intercultural Center, Mikey's Place and The Ink.

The Mission of the Visual Arts Network is to advocate, collaborate and communicate for the benefit of local arts organizations. The purpose of VAN is to network with and support the visual arts community.

The Host Agency for the project is the City of Artists Promotional Association.

---

### Project Description

The Crossroads Art Trail of Doña Ana County will consist of locations where patrons may experience or purchase art including, Museums, Galleries, freestanding artists studios with posted hours (of not less the two days a week - four hours a day) and artist studios which are open by appointment. Each participating location of the trail will be inspected by project volunteers to insure an interesting and accessible venue. Artists studios should be registered as a business and be directly accessible by an outside door. Farmers and Craft Market vendors with permanently assigned spaces may be eligible to be part of the trail.

A printed, full color guidebook for the trail will contain all participating trail members, support organizations and commercial advertising. 80,000 copies of the booklet will be distributed yearly in 250 in-state and out-of-state locations. Trail participants will be located on maps in the publication. Cultural "clusters" will be identified and listed in the publication. A listing of yearly events will also be included.

Locations on the trail shall be provided with signage at an additional cost. This shall vary with the location but will include small tabletop signage, temporary yard signs and permanent moutable signs. There shall also be a web presence for stops on the trail.

---

### Future Improvements

The launch of this trail is a short term project with limited funding, but it is a beginning to build on. Improvements could include more volumes of the guide per year with expanded coverage and more pages and an expanded trail with an expanded web presence.