



Team: McKinley County, New Mexico

Population: 71,492

About the community:

McKinley County is located in rural Northwest New Mexico, overlapping the Navajo Nation and Zuni Pueblo. The City of Gallup is the county's only municipality. Per the 2010 Census, 78% of the population is Native American and 13.3% is Hispanic. The area's once strong economic engines of mining, ranching and manufacturing have declined since the 1970s, along with its population. In 2010, the county's unemployment rate was 9.1% while the State's was 7.9%, with unemployment rates as high as 60% in Tribal communities. Over a third of the county's residents live in poverty.

The county has a long history as an arts and cultural hub, with a significant collection of 1930s/40s Works Progress Administration art and the almost-century old Gallup Inter-Tribal Indian Ceremonial. The county recently identified the arts as an economic driver in the community; in fact, 25% of residents make at least part of their living through the creative economy. The county has created a regional "Arts Trail" and renovated its Courthouse Square as a performance and festival venue. It now wishes to further activate the Courthouse Square beyond its summer Nightly Indian dances by adding a daily Native arts market to fill its often empty porticos which were designed for this express purpose.

Why the team wants to participate in the Creative Counties Placemaking Challenge workshop:

The Gallup County team wants to:

- Gain the skills, tools and understanding to design, implement and sustainably fund a daily summer Native arts market in the county's Courthouse Square
- Foster collaboration to catalyze a downtown revitalization, drive tourism and increase consumerism
- Learn about:
 - Different models for partnership and collaboration between governments, non-governmental organizations and the private sector (i.e. effective task forces and MOUs)
 - Strategies for successful public relations and community education campaigns
- Create more opportunities for local artists to show and sell their work

Team Members:

- *Rose Eason*, Executive Director, GallupARTS, Inc.
- *Teri Fraizer*, Director, Nightly Indian Dances
- *Jennifer Lazarz*, Tourism & Marketing Manager, City of Gallup
- *Bill Lee*, Commissioner, McKinley County, New Mexico
- *Carolyn Milligan*, Chair, McKinley County Arts Commission
- *Emerald Tanner*, Owner, Tanner's Indian Arts