



ARROYO SECO LIVE

Arroyo Seco Live (“Seco Live”) is a New Mexico non-profit corporation, with tax exempt status as a charitable organization. Seco Live was formed in 2014 to bring World music, and education concerning the cultures represented, to Northern New Mexico. Seco Live’s outreach is financially underpinned by GFFI, LLC, owner of the outdoor performance space upon which the music and cultural events have occurred (the “SecoSpace”). Historically, Seco Live has showcased cultural and/or little-known styles of music that may be in danger of being lost, as musical styles evolve and change over time. Cultural preservation is a key aspect and motivating factor in the work Seco Live does.

No admission is charged for any of the performances or educational presentations. The presentations are funded entirely by contributions.

Each of Seco Live's shows has featured an educational component. They have taken the form of question-and-answer sessions after shows, drum and dance workshops, or cultural and musical discussions of various kinds.

The concept originated in 2005, when, on the night of July 3, vandals graffitied the buildings of Arroyo Seco to disturb the next day's Fourth of July parade on the 200th anniversary of Arroyo Seco, NM being founded. Ian Forsberg, a contractor and local resident rallied his crews and re stuccoed over the graffiti in time for the Parade.

Residents and local business owners embarked on a project to bring more wholesome energy to the community. Celebrations of Arroyo Seco with live music events began.

In 2008, Scott Carlson, John Henderson, Lucio Duran, Joe Trujillo, together with the landlord Casa Miguel, LLC, (whose principal Andy Burns is also the principal of GFFI, LLC, the current owner of SecoSpace), what was the very first specifically free concert in the SecoSpace with Trombone Shorty and Orleans Avenue. Trombone Shorty, returned to the SecoSpace same time next year, in 2009.

At the beginning the SecoSpace premises consisted of an open fifteen space gravel parking lot, the existing metal building, a wooden deck, and wooden Ramada, in precisely where the existing building, stage, and shade structure are situated today.

Around this time Yoga gatherings started to occur under the SecoSpace ramada, and these gatherings to practice yoga continue today.

In 2010 Seco Live produced two live music parties in the SecoSpace with Nathan Williams and then Sierra Leone Refugee Allstars. The following is a hyperlink to the Allstars performance on a YouTube video created by Rick Romancito of Taos News Media in 2010: <https://youtu.be/-QhQTAMnGvc>

In 2011 SecoLive produced Groundation at the SecoSpace.

In 2012, SecoLive produced Rosie Ledet and The Zydeco Playboys and Sister Carol at the SecoSpace.

In 2013, SecoLive produced Vieux Farka Toure and Homemade Jamz Blues Band at the SecoSpace.

In 2014, Arroyo Seco Live, Inc (ASL) was officially formed and ASL produced Big Sam's Funky Nation and The Taos High School Mariachi Band at the SecoSpace.

In 2015, ASL produced Antonia Apodaca, The Campbell Brothers, Cedric Burnside and Homemade Jamz Blues Band at the SecoSpace.

In 2016, ASL produced Reverend John Wilkins and 3D at the SecoSpace.

In 2017, ASL produced Dumpstaphunk and Marcia Ball at the SecoSpace.

In 2018, ASL produced Mokoomba and Novalima at the SecoSpace.

In 2019, ChaWa performed with Hail Creek, along with performances by the Red Willow Dancers of Taos Pueblo.

In 2020, during Covid, Seco Live switched from live music to producing twenty FaceBook broadcasted live music shows with Seco Live paying all local musicians.

To further support the community during Covid Seco Live produced a Virtual Art Gallery, the Capsule Project, and started, in collaboration with Holy Trinity Church Parish, the Free Essentials and Food Bank behind the Holy Trinity Parish Hall.

In 2020, ASL started work with Scott MacHardy, Mark Goldman, and Jim Stoner to design and rebuild the Seco Space stage and Shade Structure to the existing state of the art Music production space. All construction was locally sourced, and the total cost was \$92,000.00.

In addition, Seco Live: (1) operates and stocks the "Seco Free Essential & Food Pantry" behind the Holy Trinity Church Parish Hall; (2) operates a free-library box in the SecoSpace that provide books for anyone; (3) sponsors the award-winning Good News for a Good Planet, on their co-owned KNCE, True Taos Radio station; (4) provides Annual Support grants of \$1500.00 in ARTS SCHOLARSHIPS to Taos High School graduating seniors, \$2,500.00 in HEALING ARTS SCHOLARSHIPS to anyone in Taos County for Yoga Teacher Training, \$5,000.00 in LITERACY ARTS SCHOLARSHIPS to Taos School Corp. students in need of Dyslexia Counseling.

In 2021, Seco Live hosted Second Sunday Low Rider events for June, July, August, September, and October. In collaboration with the Harwood Museum of Art, and Taos School Corporation. The last event of the season was a STEMART lowrider design contest where money was awarded to Taos County students. Each event had local live music from Taos School Corporation students, local artists, and Jimmy Stadler. The year ended with a pre-Covid return of Cha Wa.

In 2022, Melwell Romancito, a first-generational digital artist came out of retirement to build a virtual world for Arroyo Seco Live and help move the organization into the Metaverse. In addition, www.ArroyoSecoLive.org is created. Arroyo Seco Live produced three free shows featuring Foggy Mountain Memory Boys with Desert Prose, Chicken Sedan with Chris Beall, George Porter Jr. with Katy P and the Business. Arroyo Seco Live begins a collaboration with Laurel Taylor of WildeInk Print for high-end hand printed art on hemp apparel.