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For Immediate Release:

**THE INDIAN PUEBLO CULTURAL CENTER CAMPUS PROVIDES UPDATES ON
COMMERCIAL DEVELOPMENT PROGRESS AT AVANYU PLAZA &
EXECUTIVE TEAM ROLES. PLUS, TENTATIVE
RE-OPENING PLANS FOR THE CULTURAL CENTER.**

**Retail Phase II Development Includes
New Restaurant and Wellness Collective**

Albuquerque, NM (March 11, 2021)—Indian Pueblos Marketing, Inc. (IPMI) is pleased to announce that construction is underway on Phase II of its retail development at Avanyu Plaza, which is located across from the Indian Pueblo Cultural Center (IPCC) in the 12th Street business and cultural district. In September, IPMI announced the completion of the IPCC Campus Security Command Center and the community park at Avanyu Plaza, along with the opening in late summer of TownePlace Suites by Marriott Albuquerque Old Town. To successfully manage the extensive growth on the IPCC Campus, IPMI has also expanded the executive team’s leadership roles.

Construction of Phase II includes three buildings totaling 21,000 sq. ft. of retail space and is scheduled to be completed in the fall of 2021. The property represents a combination of tenant businesses, as well as businesses owned and operated by IPMI and IPCC—including a restaurant and wellness collective.

IPMI’s new restaurant will be called, “12th Street Tavern” and will be a comfortable place for friends and families to gather, appealing to locals and visitors alike. The eatery will feature classic American comfort food reimagined, an extensive beer list, a mix of classic and unexpected beverages and unique mocktails. It will also have big screen TV’s for watching the game, a spacious patio and a convenient take-out window.

The IPMI wellness collective (to be called “Rainwater Wellness”) will be home to a boutique retail shop and rental spaces for self-care and healing-focused service providers, such as: massage therapists, group

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fitness instructors and a variety of other wellness services that align with Native American values. It will be a serene urban oasis for the local community and visitors to enjoy.

IPMI recently secured a lease partnership with US Eagle Federal Credit Union for a new full-service branch to serve its members in the downtown and North Valley area. “We are excited about our partnership with IPMI and IPCC. The new location introduces many new opportunities for our members, the community and US Eagle,” says Marsha Majors, President & CEO of US Eagle Federal Credit Union.

IPMI is currently in active discussions with additional local businesses about leasing the remaining tenant space in the Retail Phase II location.

“These new additions to our existing entertainment and commercial footprint, will be a tremendous complement to the already exceptional experiences offered throughout the IPCC Campus. We continue to successfully build upon our vision for the development of our property located in the heart of Albuquerque, in a way that aligns perfectly with the Pueblo core value of hospitality, as well as IPCC’s mission of serving as a dynamic gathering place where Pueblo culture is celebrated,” says Mike Canfield, President & CEO of IPCC/IPMI. “Our development at Avanyu Plaza also provides terrific economic opportunities for Pueblo and local communities and continues to transform the 12th Street corridor into a vibrant, thriving area in which both residents and visitors can eat, shop, learn and discover.”

IPCC is proud to partner in this endeavor with Studio Southwest Architects; Hart Construction; Kleinfeld Commercial Brokerage; Colliers International | New Mexico; Southwest Capital Bank; and BBVA Compass Bank; and the 19 Pueblos District.

These and other initiatives continue to be led by President & CEO Canfield, and the IPMI and IPCC executive team, for which a few promotions have been announced, including:

Monique Fragua has been promoted to COO Commercial Enterprises. Ms. Fragua’s previous title was Vice President Commercial Enterprises. She will maintain oversight of the operational efforts for IPMI’s food and beverage, retail, accommodations and storage businesses on the IPCC Campus.

Mark Thompson has been promoted to Vice President Management & Development. Mr. Thompson previously served as Property Development Director. In his new role, he will be responsible for the planning, business and construction aspects of all property development and oversee the management of our tenant relationships.

Dr. Beverlee McClure, Vice President Cultural & Community Engagement, now oversees IPCC events and catering, and the Indian Pueblo Kitchen. IPCC is reimagining its restaurant as the Indian Pueblo Kitchen, an innovative teaching kitchen and restaurant centered around Indigenous cuisine education and



exploration. Under the inspired leadership of Executive Chef Ray Naranjo (Santa Clara, Odawa), the new restaurant will offer guests and students an unforgettable Indigenous food experience.

Emily Howard, Vice President Corporate Strategy, expands her role and duties. Mrs. Howard, who previously served as Vice President Marketing, will formulate, facilitate and communicate the organization's strategic initiatives and future goals, manage new business opportunities, as well as continue to drive the brand and marketing strategies for the business units.

Currently, IPCC and IPMI staff are in the process of developing a reopening plan for the Indian Pueblo Cultural Center (which has been temporarily closed since March 2020 due to the pandemic) with a projected date for resuming operations as early as April 8, 2021. First phases of the reopening will likely include returned operations and public access to the Cultural Center museum and community spaces, the Indian Pueblo Store and the Indian Pueblo Kitchen. The Cultural Center, gift shop and restaurant are already each NM Safe Certified and will offer guests and employees a safe and friendly cultural experience while following all current State public health orders upon reopening. More details will be forthcoming over the next few weeks.

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About the Indian Pueblo Cultural Center:

Founded in 1976 by the 19 Pueblo tribes of New Mexico, the Indian Pueblo Cultural Center is a world-class museum and cultural center located in the historic 19 Pueblos District. The IPCC is a non-profit organization with a Mission to preserve and perpetuate Pueblo culture, and to advance understanding by presenting with dignity and respect the accomplishments and evolving history of the Pueblo peoples of New Mexico. The Center is temporarily closed due to the pandemic but, under normal circumstances, visitors can learn fascinating history, shop for Native jewelry and art, watch a cultural dance, hear Native languages, and experience the flavors of traditional and contemporary Native cuisine. To learn more, please visit: www.indianpueblo.org and www.facebook.com/IndianPueblo. We update these pages immediately anytime there is a change to the Center's status and hours.

About Indian Pueblos Marketing, Inc.

Indian Pueblos Marketing, Inc. (also founded by the 19 Pueblo tribes of New Mexico) includes a variety of commercial enterprises designed to support the Indian Pueblo Cultural Center and provide economic opportunities to the Pueblo and local communities. IPMI is a for-profit umbrella that includes the Indian Pueblo Store, a premier Native American arts store and website, Four Winds convenience store, the largest Starbucks in New Mexico, the top-rated Holiday Inn Express in Albuquerque, TownePlace Suites by Marriott Albuquerque Old Town, Extra Space Storage and more that support our Pueblo culture and communities.

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