

Arts and Cultural Districts for New Mexico

New Mexico Infrastructure Conference

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Signs of the times on Main Streets

- Digital Design
- Sustainability
- Urbanization
- Diversity
- Global Tourism
- Arts and Culture

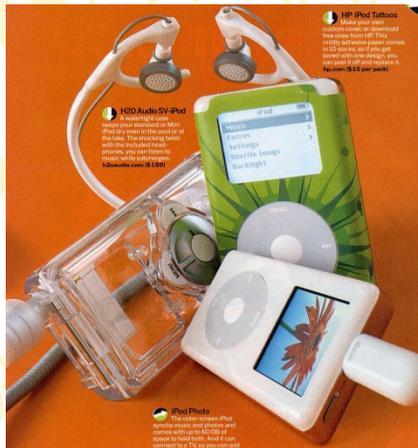


Arts and Cultural Districts



- Post-War Mart Economy
- Success of Arts and Cultural Districts in urban environments
- State Initiatives – Maryland and Iowa

Rise of the Cultural Class



- Increased global exploitation of the internet and media-saturated information technology
- Enhanced global competition to attract “cultural entrepreneurs”

The Creative Class – Who are they?

■ Super-Creative Core:

Computer tekkies, educators,
mathematicians, librarians,
architects, engineers, artists,
designers, entertainers,
sports, media, & life,
physical and social sciences



The Creative Class – Who are they?



- Creative Professionals:
Management, business and financial occupations, legal, healthcare practitioners and technical support, high-end sales and sales management

Other Occupations

■ Working Class:

Construction and extraction jobs, installation, maintenance and repair, production, transportation and material moving jobs

■ Service Class:

Food preparation, food-service, buildings and grounds, cleaning and maintenance, personal care, low-end sales, office and admin., community and social service jobs, protective service occupations

Richard Florida's Creativity Index for American Cities



- ❑ 300 metro areas ranked for “Creativity” factors
- ❑ Creativity Index=Technology, talent, tolerance, & wage equality
- ❑ Albuquerque ranked 11th, Santa Fe ranked 65th, Las Cruces ranked 67th.

New Mexico's Potential for Creative Economic Development



- ❑ Long history of creative entrepreneurs
- ❑ Excellent institutional/educational infrastructure
- ❑ Unique cultural assets
- ❑ Great natural environment for sports, recreation, fitness

New Mexico's Arts and Cultural Districts Act (2007)

- Up to 5 districts per year designated by NM Arts Commission upon recommendation of NM Main Street
- Distinct geographical areas designated by municipalities – cities over 50,000 may self-designate



Arts and Cultural Districts Incentives



- ❑ **Municipal Incentive** includes Arts and Cultural districts projects (public and private) allowable under provisions of Local Economic Development Act (LEDA). Existing LEDA GRT community initiatives protected, new arts and culture projects must be approved by referendum
- ❑ **Non-profit organizations** included as eligible “entities” in amended LEDA.

The Local Economic Development Act (LEDA)

- Passed by the Legislature to mitigate “anti-donation”
- Allows municipalities to invest public funds in economic development projects
- Municipality passes ordinance and develops a plan
- Municipality has authority to “qualify” projects
- Arts and Cultural Districts Act allows LEDA investments in “cultural facilities,” both private and public



Public funds for Cultural Facilities

- Facilities may be owned by a county, city, or “qualifying entity” that serves the public through promoting the arts and culture of a particular locale, including theaters, museums, libraries, galleries, cultural compounds, educational organizations, performing arts venues, fine arts organizations, studios and media laboratories, and live-work housing



Arts and Cultural Districts Incentives



- **Private Incentive** for development includes doubling of historic preservation state tax credit to \$50,000 for rehab projects of registered historic buildings within an Arts and Cultural district (commercial and residential)

State Arts and Cultural Districts



- Pilot communities designated in 2008 – Silver City and Las Vegas
- Four designated in 2009 – Downtown Albuquerque, Taos, Raton and Los Alamos

NM Arts & Cultural District PROCESS

January 2008
NM Arts & Cultural District Program officially launched:
 Silver City and Las Vegas selected as the two pilots for the two-year start up program.

A&CD Partners
 Formed to develop program and provide support and expertise to A&CDs for 2 yr start-up

- ❖ NM Econ Dev Dept/ MainStreet Program
- ❖ NM Dept of Cultural Affairs/ NM Arts and Historic Preservation
- ❖ NM Tourism Dept/ Scenic Byways
- ❖ McCune Foundation



RESOURCE TEAMS of A&CD Experts assembled and sent to Silver City & Las Vegas

- ✓ Conduct interviews, gather information
- ✓ Develop initial recommendations
- ✓ Presentation to A&CD Steering Committee and public
- ✓ Final Assessment Report submitted

A&CD Organizational Issues

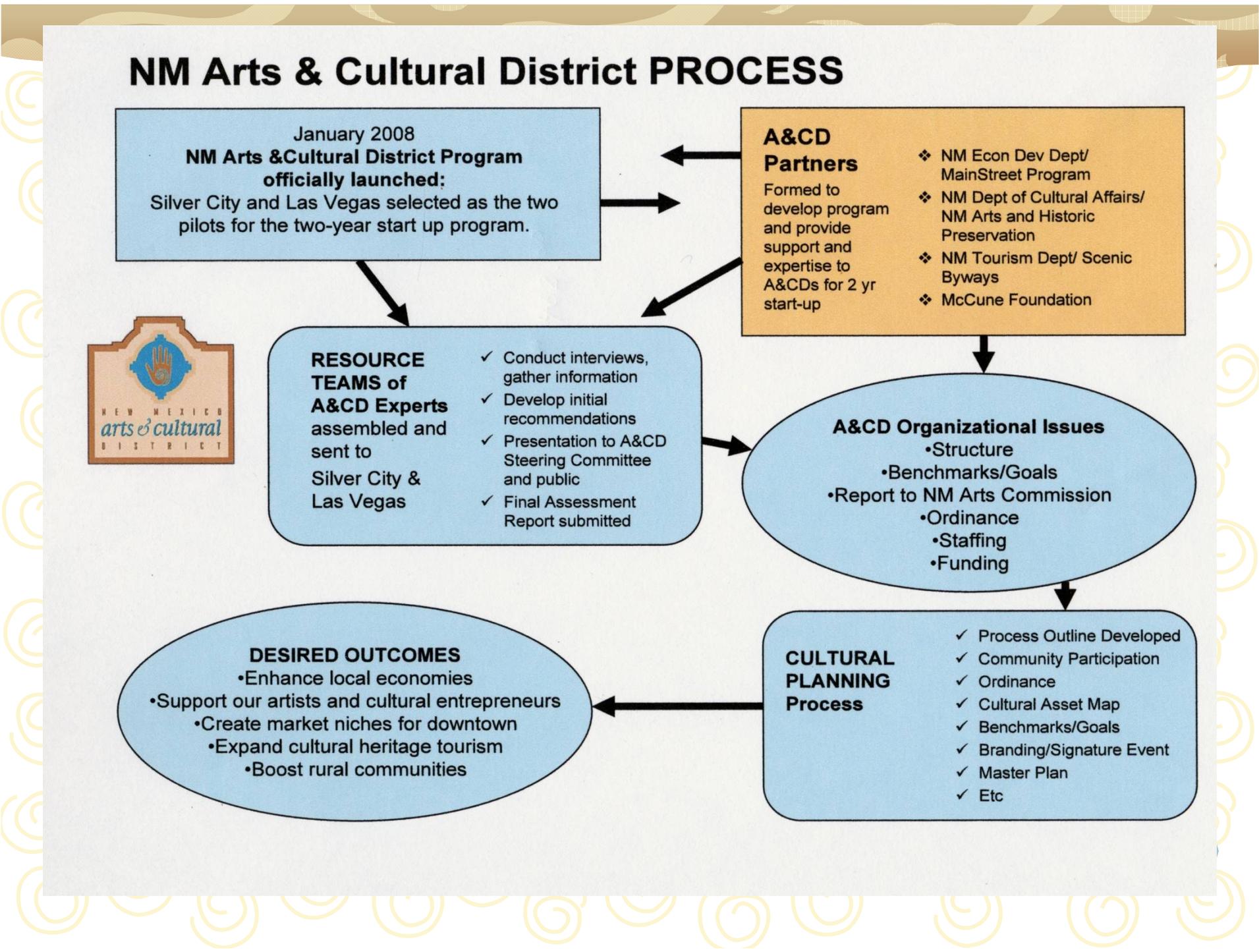
- Structure
- Benchmarks/Goals
- Report to NM Arts Commission
- Ordinance
- Staffing
- Funding

DESIRED OUTCOMES

- Enhance local economies
- Support our artists and cultural entrepreneurs
- Create market niches for downtown
- Expand cultural heritage tourism
- Boost rural communities

CULTURAL PLANNING Process

- ✓ Process Outline Developed
- ✓ Community Participation
- ✓ Ordinance
- ✓ Cultural Asset Map
- ✓ Benchmarks/Goals
- ✓ Branding/Signature Event
- ✓ Master Plan
- ✓ Etc



CULTURAL PLAN Process - *DRAFT*



CULTURAL PLAN

Community-wide plan for arts and culture that will define and reinforce local cultural mandate, define community expectation, guide cultural programming and capital investment, define needs and opportunities of cultural sector, integrate culture into municipal issues, develop partnerships, and leverage resources.

Step 1: Preparation

- Form steering committee
- Develop Work Plan
- Develop CP outcomes

Step 2: Data Collection

- Identify stakeholder groups
- Gather existing information (reports, studies, plans, etc)
- Collect new information (community mtgs, interviews, small groups, surveys, etc)
- Cultural Inventory & Assessment

Step 3: Synthesize Data

- Identify patterns, themes, issues
- Analyze numeric data
- Summarize findings into key issues

Step 4: Develop Goals

- From key issues, develop goals, strategies, tasks and champions

Step 5: Draft Cultural Plan

- Review CP draft with community
- Revise Cultural Plan as needed

Step 6: Finalize Cultural Plan

- Include responsibilities, timeline, funding and measures of success

Step 7: Approvals & Publication

- Secure necessary approvals from community & municipal leaders
- Distribute Cultural Plan

Step 8: Implementation

- Celebrate and implement

Step 9: Monitor & Evaluate

- Monitor progress
- Evaluate results periodically

Branding and Marketing



For More Information

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