

New Mexico Arts & Cultural Districts FY 2018 Application



Application for State Authorization

**Authorizing Agency – New Mexico Arts Commission
Rich Williams, State Coordinator
Economic Development Department
1100 St. Francis Drive South
Joseph M. Montoya Building
Santa Fe, NM 87505**

Applicant Development Criteria and Eligibility

Prior to filling out this FY 2018 Arts & Cultural District (ACD) Application form and submitting to the Arts & Cultural District State Coordinator's office, we highly recommend a review of "New Mexico Arts & Cultural Districts: Background and Introduction for FY 2018 Application." This narrative will assist with the history, intent, resources and benefits, and expectations of communities selected as a "State Authorized" Arts & Cultural District in New Mexico. It will also provide you with the policies established by the New Mexico Arts Commission which you need to be aware of that guide the process of Application and a Start-Up ACD community.

Your proposed Arts & Cultural District shall focus in an area with arts and cultural activities, institutions, cultural entrepreneurs, and/or cultural or artisan production. The ACD district requires a Steering Committee to lead revitalization, cultivation of cultural and creative entrepreneurs, community appropriate economic growth of creative enterprises and industries, interpretation, conservation, preservation and educational

aspects of the area's unique and authentic culture contributing to the enhancement of the cultural and creative economy.

The proposed district by the applicant has an area of special coherence that is distinguished by physical and cultural resources that play a vital role in the life and development of the community, including economic and cultural development. (See **Attachment A** in the "New Mexico Arts & Cultural Districts: Background and Introduction for FY 2018 ACD Application").

The FY 2018 ACD Background and Introduction and the 2018 ACD Application is posted beginning October 27, 2017 on the NMMS website at [www.nmmainstreet.org].

This is a competitive application process contingent upon funding from the New Mexico State Legislature to assist awarded communities to develop creative economy strategies and implement them for creative economic growth in their proposed District through this state-authorization process for this year.

A workshop to assist potential applicants will be held November 9th, 2017. This is not a mandatory workshop but highly recommended. To receive notice of workshop details, please send an email to: annaj.blyth@state.nm.us.

Technical assistance and information for developing your application are available up until January 5, 2018 by calling the Arts & Cultural District State Coordinator, Rich Williams at 505-827-0168.

Applications must be delivered by January 31, 2018, no later than 2pm at the Arts & Cultural District State Coordinator, Rich William's office. Mail or deliver the original application certified (signed) and 4 copies to:

**Economic Development Department
State Arts & Cultural District Coordinator
Attn: Rich Williams
Economic Development Department
1100 St. Francis Drive South
Joseph M. Montoya Building
Santa Fe, NM 87505**

This is not a postmark deadline

Fax and electronic submissions are not accepted

Certified and/or Registered mail is recommended to track your application

Late applications will not be considered

The New Mexico enabling legislation states that any New Mexico municipality that chooses to apply must do so based on the criteria set forth by the State Statute and with policy established by recommendation of the State ACD Coordinator and adopted by the New Mexico Arts Commission (DCA).

Eligible applicants:

- Applicant must have a member of the applicant committee having attended a state Arts & Cultural District meeting within the past year. The ACD state meeting January 31, 2018 in Santa Fe can count for this requirement.
- A state-authorized MainStreet organization successfully demonstrating it is meeting its annual performance benchmarks, located in a community under 50,000 in population. The organization would create an ACD Coordinating Council as its 5th Standing Committee. If awarded state authorization as an ACD, the MainStreet organization would if needed, to update their economic market vision statement and ensure at least one of their Economic Transformation Strategies (ETS), related annual work plan and performance measures clearly articulates the creative economy work. Depending on the size of the district and the ETS priority projects, the job description of the Executive Director needs to reflect creative economic development priorities. If the number of creative economy projects identified by the ETS and the annual work that fall beyond the time of a full-time Executive Director, NMMS may recommend hiring of additional staff to coordinate creative economy projects. MainStreet local programs with less than full-time staff will not be considered.

OR

- An established Creative or Cultural Economy organization registered as a 501c3 nonprofit organization with a proven track record in meeting their budgetary and performance goals during the previous 15 months and which has paid staff of not less than 30 hours per week for creative economy project implementation related to this authorization. If a MainStreet organization already exists in the community/district, and a separate Creative or Cultural Economy organization is authorized as the ACD designee, each organization will be required to develop and execute a Letter Of Agreement (LOA) detailing their collaborative work together. If there is an Arts Council as well as the state authorized ACD organization, an LOA will be developed and executed between those two organizations. If all three organizations exist then an LOA between all three organizations will be developed and executed to guide collaborative and complementary work together.

Community/Steering Committee Applicant Information

Suggested name of New Mexico Arts & Cultural District:

Name of local municipal or county jurisdiction or sovereign tribal government

List your New Mexico Legislative District(s), Senate and House of Representatives

Contacts for applicant

A. PRIMARY CONTACT

Name:

Title:

Mailing Address:

City: State: NM Zip: County:

Daytime Telephone Number: Ext.

Fax Number:

Email Address: Website:

B. LOCAL or REGIONAL ARTS COUNCIL

Name of Arts Council:

Chair of Arts Council:

Mailing Address:

City: State: NM Zip: County:

Daytime Telephone Number: Ext.

Fax Number:

Email Address: Website:

C. LOCAL MAINSTREET OR COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION

Name of Organization:

Chair or Executive Director (*name and title*):

Mailing Address:

City: State: NM Zip: County:

Daytime Telephone Number: Ext.

Fax Number:

Email Address: Website:

D. MUNICIPALITY (OR POLITICAL SUB DIVISION)

Name of Organization:

Contact person (*name and title*):

Mailing Address:

City: State: NM Zip: County:

Daytime Telephone Number: Ext.

Fax Number:

Email Address: Website:

1. CULTURAL ASSETS

This application serves as a self-assessment of your proposed Arts & Cultural District. It will be reviewed and ranked based on the criteria established in this document and the companion document “New Mexico Arts & Cultural Districts, Background and Introduction for FY 2018 Application,” and the assets and the narratives you provide below.

If selected you will receive a two-day visit by an Arts & Cultural District Resource Team of professionals representing the four areas of development of an Arts & Cultural District identified in “New Mexico Arts & Cultural Districts: Background and Introduction for 2018 Application,” and bulleted below. The Resource Team will provide an external assessment of your assets identifying the strengths, weaknesses and opportunities within your proposed District based on the four areas below.

**Cultural Planning and Creative Economy Development
Physical Planning
Capacity and Sustainability
Branding and Marketing**

Cultural, Creative and Arts Inventory of Assets:

Please fill out the applicable creative, cultural and art asset categories and related businesses in the list provided below and indicate the number and owner/operation of each facility *within the proposed district.*

Creative and Cultural Facilities and Organizations

Approximate #: Public or Private

Art Galleries		
Artist Studios		
Arts Training Centers		
Existing Informal Arts District		
Public Art (not source of funding, but publically accessible)		
Artisan Workshops (open to the public)		
Arts Incubator		
Arts Council		
Creative Business Enterprise		
Creative Industry		
Creative Industries Add Value Pro-Production		
Available buildings for adaptive reuse for enterprises and industries		
Available buildings for adaptive reuse		
Adaptive reuse of commercial space for cultural entrepreneurs		
Public & Arts Markets		
Arts businesses (bookstores, antiques, folk art, crafts, framers, suppliers)		
Film production and media		
Arts Production Resources		
Health foods, organic foods, culinary arts		

Creative and Cultural Institutions & Facilities

Approximate #: Public or Private

Performance Theaters, Spaces		
Informal performance areas (Venues)		
Movie houses		
Museums		
Libraries		
Parks and Gardens		
Public Plazas		
Schools (Community Colleges, Universities, Charter)		
Worker Space		
Maker Space		
Business/Arts Incubator		
Cultural/Community Center		

Historic Preservation Assets

Approximate #: Public or Private

Historically designated buildings and cultural properties		
Historic District or overlay zone		
Historic corridors		
State or National Scenic byways		
Historic District Certified Local Government (CLG)		
Self-Guided Walking Tour Brochure or “App		

Hospitality and Tourism Resources

Approximate #: Public or Private

Historic Hotels, motels, inns		
Bed and Breakfasts		
Total Number of Beds Available Within The Proposed District		
Tourism destinations		
Tourism and visitor center		
Permanent public facilities (restrooms)		
Interactive informational kiosks		
Website for Tourism information		
Downloadable map and guide of amenities within District		
Convention or Civic Center		
Restaurants		
Internet cafes and coffeehouses		
Farmers/Growers Markets		

Other Support Services

Approximate #: Public or Private

Live/work housing (and/or work force housing)		
Railroad depots and Transportation hubs		
Public Wi-Fi District		
Number of businesses offering Wi-Fi		
Design Professionals (architects, urban designers, planners, graphics, computer digital design, etc.)		
Foundations, charities dedicated to arts and culture		

Other related arts or creative or cultural businesses not described above?
Please describe:

2. TYPE of CREATIVE, ARTS & CULTURAL DISTRICT

In the companion piece to this FY 2018 Application, the “New Mexico Arts & Cultural Districts: Background and Introduction for FY 2018 Application,” three types of Arts & Cultural Districts are described.

- Artisan Arts District
- Creative/Innovation District
- Creative Enterprises and Industries Production District

Please choose one of these descriptions that best describes your initial vision for your district. Or if you envision overlap between these three choices please justify by using the above assets and how you will develop resources to make the vision happen. In one page or less, utilizing the assets you have listed above, describe what your basic cultural and creative economic development goals are for your Arts & Cultural District? How will this particular focus grow your proposed district’s cultural and creative economy?
(Please complete here or attach narrative to the back of your application)

3. PLANNING INVENTORY

Previous investment in formal planning, urban design, historic and cultural asset surveys and nominations, and municipally adopted financial revitalization tools will assist the Review Team in determining how much investment needs to be made in fundamental planning, urban design and cultural and historic property survey work.

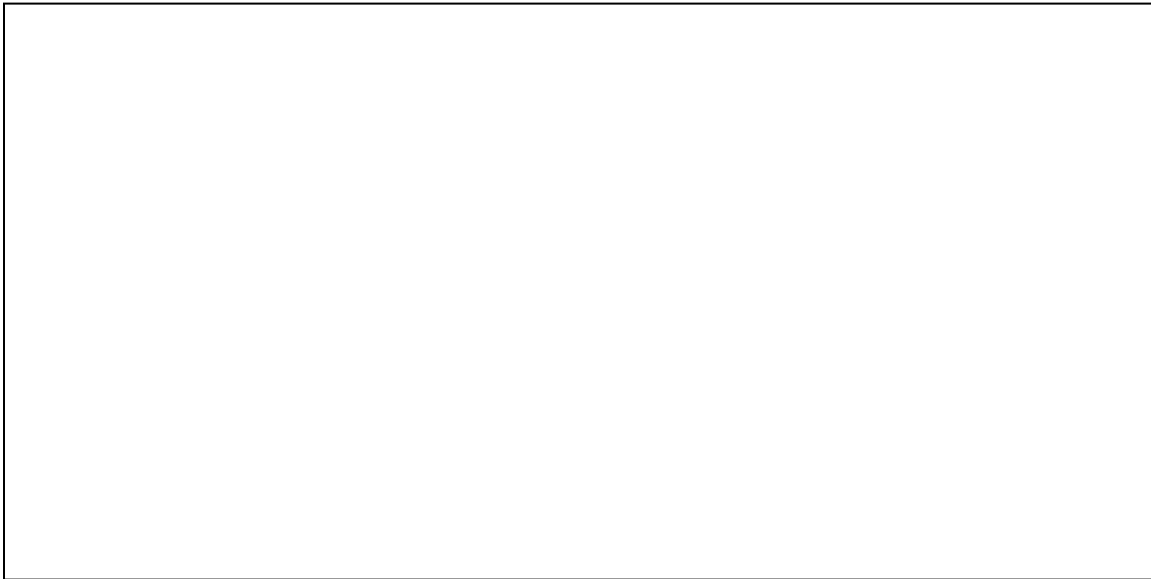
Please check and fill in the following areas that have been completed within the proposed Arts & Cultural District:

Population of the municipality:

PLEASE INDICATE DATE COMPLETED

Planning Inventory	
Historic & Cultural Properties Asset Inventory	
Livability and/or Design Guidelines adopted by local government	
Downtown Master Plan, or Metropolitan Redevelopment Area (MRA) Plan	
Adopted Tax Increment Financing (TIF) District	
Adopted Tax Increment Development District (TIDD)	
Adopted BID (Business Improvement District)	
District Cultural and/or Arts Plan	
District Economic/Market Analysis	
Adopted Public Art Zone	
District Cluster Analysis	
Arts and/or Cultural Overlay Zone	
Designated Historic downtown and/or adjacent residential districts	
Historic downtown overlay zone	
<ul style="list-style-type: none"> • Number of buildings on the state and national historic registers 	
<ul style="list-style-type: none"> • Date of last downtown historic district survey of historic and cultural properties 	
Historic Landmarks Designation (local)	
Historic Façade Easement Program	
Certified Local Government (historic)	
Adopted LEDA (with Cultural Facilities included in adoption language)	
Adopted Local Options Gross Receipts Tax (LOGRT)	

Other financial incentives for business and property owners to renovate buildings, business expansions and entrepreneurial Start-Ups. Please describe the incentive and which organization or agency administers the incentive(s).



4. CITY/COUNTY INFRASTRUCTURE MAP: *(Please attach)*

Indicate major transportation corridors and facilities; cultural, art, and tourist facilities; proposed capital improvement projects that positively impact your proposed Arts & Cultural District.

5. ARTS and CULTURAL ASSET MAP: *(Please attach)*

To attract Cultural and Heritage Tourists there must be enough cultural and heritage assets available to the public to create an authentic experience of the proposed district. An asset map is needed for the review committee to determine the viability of the proposed area. If selected, an Arts & Cultural District Resource Team of arts, cultural and community economic development professionals will work on-site with the community during its start-up period, to identify and recommend appropriate district boundaries. The municipality then officially designates the recommended physical boundary for the proposed Arts & Cultural District. The proposed district will be cohesive, walkable and focused on arts, cultural assets and creative economy potential that can be economically developed and capitalized

upon (see Attachment A in the “New Mexico Arts & Cultural Districts: Background and Introduction for 2017 Application”).

Within a 1/4 mile of the center of the proposed Arts & Cultural District area to be developed, identify standing structures (*locate those listed on the National Register of Historic Places*); existing or proposed historic district(s) and/or MainStreet district boundaries, historic and or arts and cultural overlay zone; properties within the New Mexico Arts & Cultural District and their use (*a list of properties is encouraged*); indicate renter-occupied, owner-occupied or vacant; indicate general structural condition of buildings within district by ranking their general condition as good, fair or poor (*A, B or C*); survey current building use (*especially arts and artisan studio, exhibition, performance and other cultural uses*); zoning designations within the district (*include public and private uses*); identify housing resources; accessibility features; identify the primary pedestrian corridors in the area and additional information pertinent to the success of the proposed Arts, Cultural and Creative Economy application.

Note: *Maps can be either black and white or color copies and no larger than 11 x 17. Include a legend and indicate North on each map. All parts of map must be legible, clearly marked and reflect the same information in the narrative (especially for the description of the New Mexico Arts & Cultural District boundary).*

6. COMMUNITY and ORGANIZATIONAL SUPPORT

A key factor in the success of an Arts & Cultural District is its ability to develop broad representation of arts, cultural and cultural economic development organizations and institutions with a stake in district development to sit on the local ACD Steering Committee. Utilizing the checklist below, please indicate which revitalization, cultural and arts organizational partners and institutions and agencies you have contacted regarding the proposed Arts & Cultural District and are willing to support and serve on an Arts & Cultural District Coordinating Council:

- Municipal and/or County
- Arts organization (private sector)
- Cultural and Ethnic organization (private sector)
- Arts agency (public sector)
- Public Art program (public sector)

- Cultural agency (public sector)
- Historic preservation organization (private sector)
- Historic preservation planner (public sector)
- Museum
- Library
- Performance Theatre
- Film Production and Development Facility
- Small Business Development Centers (SBDC)
- Convention and Visitors' Centers
- Tourism/Visitors' Bureau
- Universities/Community Colleges/Learning Centers
- Council of Governments (COG)
- Local, Regional and National Foundations
- Utilities
- Community Economic Development Organizations
- Financial institutions, banks, credit unions,
non-traditional lenders

7. ORGANIZATIONAL COLLABORATION

In less than one page, please describe past successful collaborations with cultural and creative economic revitalization, historic, and arts groups. Cite specific examples. Building upon these past successes, how does your ACD Coordinating Council transform its vision into a practical working relationship for an economically dynamic Arts & Cultural District? *(Please complete here or attach narrative to the back of the Application)*

8. MARKETING AND PROMOTION

In recent surveys regarding New Mexico's Tourism opportunities, respondents indicated that information regarding cultural and heritage tourism opportunities was hard to find and confusing. Information was often dated; and contact information for address locations, telephone numbers and email or web site addresses was either non-existent or incorrect. Respondents also indicated there was not enough to do to keep them coming

back. Please indicate what activities, programs and forms of communication you are using collectively to communicate to visitors and tourists.

Inventory of Marketing and Promotions

Please check and fill in the areas listed that have been completed within the proposed Arts & Cultural District:

- Arts event(s)
- Historic and cultural events
- Arts Trails (i.e. Fiber Arts Trail, New Mexico Arts Division)
- Downloadable Brochures
- Website
- Other Social Media (Facebook, Twitter, Q/R codes)
- Self-Guided Walking Tour Downloadable Brochure
- Self-Guided Walking Tour “App”
- 5 year Strategic Marketing Plan
- Branding/Promotion Plan
- Signature Event

Other events (Please list here or on a separate sheet and attach to the back of the Application)

Advertising of District:

- Piggy-back in regional tourism ads
- New Mexico Magazine
- Out-of-State Tourism Magazines
- Create an annual calendar of events:
 - Published in regional publications
 - Published in New Mexico Magazine
 - Included on the Dept. of Tourism's Calendar

9. TARGETED AUDIENCE

Based on your answer to the second question above (2.), describe in less than one page who you believe is the targeted audience for your Arts & Culture District? What marketing resources will you need to reach that customer? *(Please complete here or attach narrative to the back of your application)*

10. ECONOMIC MARKET NICHE

The creative and cultural economies are two of a number of economic engines that a community can select from to support and enhance the local economy. Describe in less than one page how your proposed Arts & Cultural District is an appropriate market niche for your community's larger economic development strategies? *(Please complete here or attach narrative to the back of your application)*

11. ECONOMIC GOALS

Based on your answer to number two (2.) above, please list three economic development goals or projects your ACD Coordinating Council wishes to undertake to increase district revenue, business and entrepreneur development, property redevelopment and/or economic vitality.

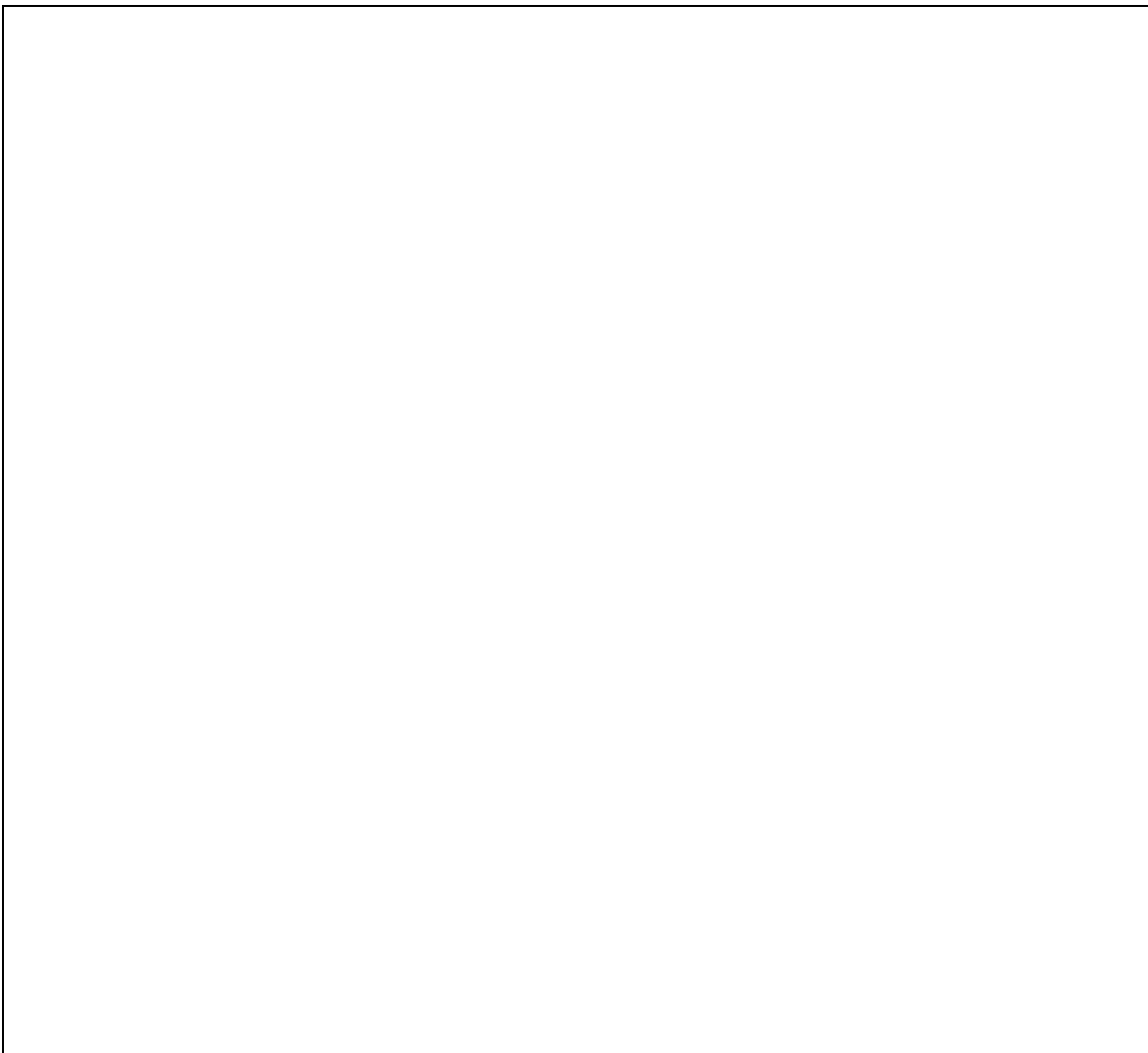
1)

2)

3)

12. DEVELOPING AND SUSTAINING THE ARTS & CULTURAL DISTRICT

There is no operational funding available from the state associated with this program. In one page or less, what sources of funding do you have committed or propose to acquire to meet the operational needs of the Coordinating Council and the District? Please be specific. *(Please complete here or attach narrative to the back of your application)*



13. MUNICIPAL REVENUE GENERATION for the OPERATIONS of the ARTS & CULTURAL DISTRICT

There is one financial revitalization tool municipally enabled through the State ACD Statute to support place-based community economic development the Local Economic Development Act (as amended in 2007 for Arts & Cultural Districts). Will the local governing body work with your ACD Coordinating Council to adopt this economic development financing mechanism to create a sustainable source of revenue for the District?

Yes

No

14. COMPOSITION of LOCAL ACD COORDINATING COUNCIL

Each organization, agency and institution must sign the attached Letter of Agreement (LOA, see below) that they will be formally part of the ACD Coordinating Council. All LOAs must be included with the application packet of narratives and materials for this FY 2018 Application

SAMPLE RESOLUTION FOR MUNICIPALITY

(for City, County or Political Sub-Division)

A resolution identifying a partnership between the municipality of _____ to create a State Authorized Arts and Cultural District (ACD), the duration of the partnership to be for at least five (5) years, the District to be named:

_____.

Whereas, the community wishes to pursue a “State Authorized” Arts & Cultural District (ACD) through the New Mexico MainStreet in the NM Economic Development Department and the local governing body wishes to assist the district and community to develop a public-private partnership to support and fund said District, and

Whereas, *(insert name of lead non-profit sponsoring organization)* has adopted a resolution to develop said Arts & Cultural District with other arts and cultural agencies, institutions and organizations and community economic development organizations, and

Whereas, this resolution will be included in an application to the State Coordinator of Arts & Cultural Districts in the Economic Development Department (EDD) who staffs for this Program the New Mexico Arts

Commission of the Department of Cultural Affairs (DCA), requesting to be authorized as said State Arts & Cultural District and,

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF

(insert name of City, county or political sub-division) that it:

Article 1. Endorses the submission of this application and agrees to participate in the development and financial support of said Arts & Cultural District.

Article 2. Endorses the goals of cultural and creative economic development of said Arts & Cultural District within the context of preservation and rehabilitation of our historic buildings and will establish financial tools to create a sustainable source of revenue for the district’s administration and operations.

Article 3. Will appoint a city official (*preferably the community economic development planner, city planner or city manager*) to officially represent the city on the governing Arts & Cultural District Coordinating Council of said Arts & Cultural District.

Article 4. By this action, directs city staff to actively support and cooperate with the ACD Steering Committee to develop and develop said Arts & Cultural District.

Article 5. By this action, requests all residents of the community and especially those citizens who own property or businesses within said Arts & Cultural District to promote and help sustain and support activities, projects and events in said ACD district.

Article 6. Directs the Mayor (*Commission Chair or appropriate elected official*) to sign and submit such resolution on creation of said Arts & Cultural District.

ADOPTED ON THIS DAY *(insert day of the month)* **OF** *(insert month and year)*.

Mayor’s signature

Date signed

Print Mayor’s name

ATTEST

**SAMPLE RESOLUTION FOR PARTICIPATING ARTS,
CULTURAL, CREATIVE AND REVITALIZATION
PARTNERING ORGANIZATION AGENCY OR
INSTITUTION**

A resolution identifying a partnership between the (insert name of organization or agency or institution) to create a State Authorized Arts & Cultural District, the duration of the partnership to be for at least five (5) years.

Whereas, the (insert name of lead organization or agency or institution) wishes to pursue a State “Authorized” Arts & Cultural District, through the State Coordinator of Arts & Cultural Districts and New Mexico Arts Commission of the State of New Mexico and the (insert your name of organization or agency or institution) wishes to assist with the development of the district by becoming one of the partners in a public-private association creating and formally participating as a member of the Arts & Cultural District to support said District, and

Whereas the (insert name of organization or institution) has read the FY 2018 Application and information provided and supports the applications consideration for State Authorization.

Whereas, (insert name of your non-profit organization, agency or institution) is adopting this resolution committing itself to the other cooperating cultural, arts creative economy and community economic development agencies, institutions and organizations to create an Arts & Cultural District Coordinating Council to develop said Arts & Cultural District and providing technical assistance and resources for the District’s operations and administration, and

Whereas, this resolution will be included in an application to the state’s Arts & Cultural District Coordinator in the New Mexico Economic Development Department requesting to be authorized as said State Arts & Cultural District and,

NOW THEREFORE BE IT RESOLVED BY THE BOARD OF DIRECTORS OF (insert name of non-profit or for-profit community organization, agency or institution partnering in the Council) that we:

Article 1. Endorses the submission of this application and agrees to participate in the development and financial support of said Arts and Cultural District.

Article 2. Endorses the goal of economic development of said Arts & Cultural District within the context of preservation and rehabilitation of our historic buildings.

Article 3. Will appoint a member of the Board of Directors (or municipality) to officially represent the organization on the governing ACD Coordinating Council of said Arts & Cultural District.

Article 4. By this action, directs employees and volunteers to actively support and cooperate with the ACD Coordinating Council to develop and maintain said Arts & Cultural District.

Article 5. By this action, requests all members of the organization to actively support, promote and help maintain activities and events in said district.

Article 6. Directs the Chair/President of this partnering organization to sign and submit such resolution on creation of said Arts & Cultural District.

ADOPTED ON THIS DAY *(insert day of the month)* **OF** *(insert month, and year)*.

Chair/President's signature

Date signed

Print Chair/President's name

ATTEST

State Arts and Cultural District Coordinator – MainStreet Director Rich Williams
Economic Development Department

Please check that you have read the Background and Introduction for FY 2018 Application as you prepared your application: