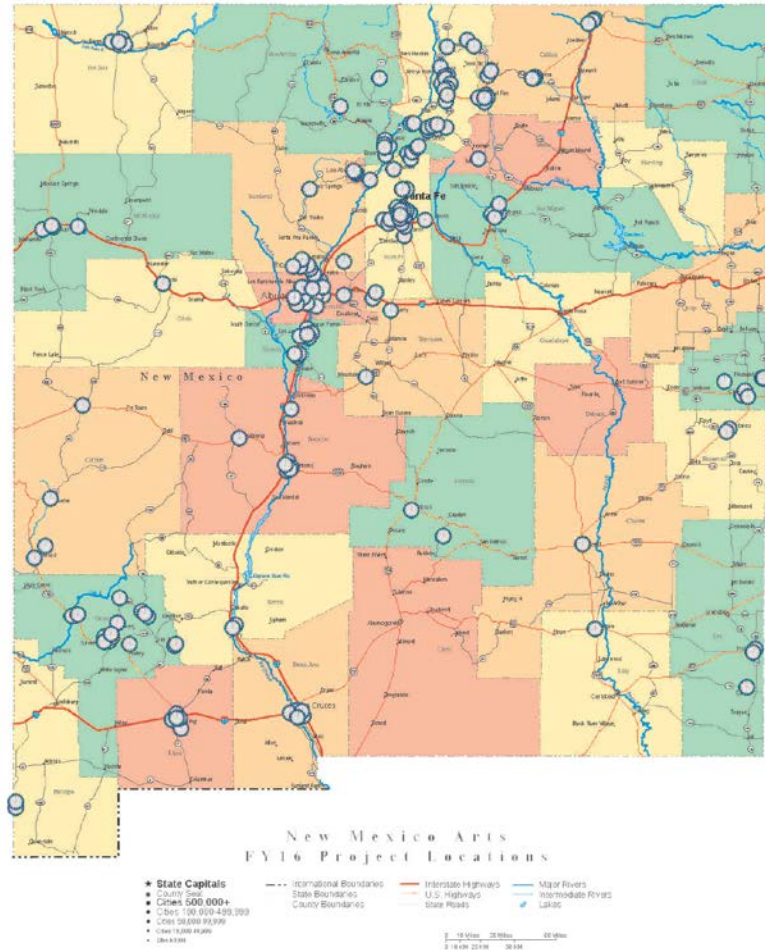


# Local Arts in the Creative Economy



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new mexico arts

1.31.18

# Sectors of the Creative Economy

## Functional Creations, New Media and Software

Design, content, digital media support,  
news agencies and other information  
agencies, advertising,  
fashion (prêt-a-porter)

## Conventional Creative Industries

Publishing (books, newspapers and magazines), graphic industry  
(printing), literature, bookstores, film, TV, video, radio,  
recorded music

## Arts & Heritage

Painting, sculpture, installations and video art, photography, fashion (haute couture and catwalk), theatre, dance, orchestras, concerts, circuses, happenings, crafts, antiques, gastronomy, museums, galleries, archives and libraries, architecture and restoration, natural parks and eco-tourism, monuments, archeological sites, historic quarters, traditional knowledge, festivals, carnivals, cultural and artistic education

# Local Arts: It's What's Happening Where You Live

*Via arts organizations and*

- Colleges & Universities
- Churches and Temples
- Social Service Orgs.
- Schools (K-12)
- Professional Service Orgs.
- Community Centers
- National Parks
- State Parks
- Historic Houses
- Parking Lots
- The Street
- VA Hospitals
- Senior Centers
- Grocery Stores
- Storefronts
- Bookstores
- Libraries
- Prisons
- Banks

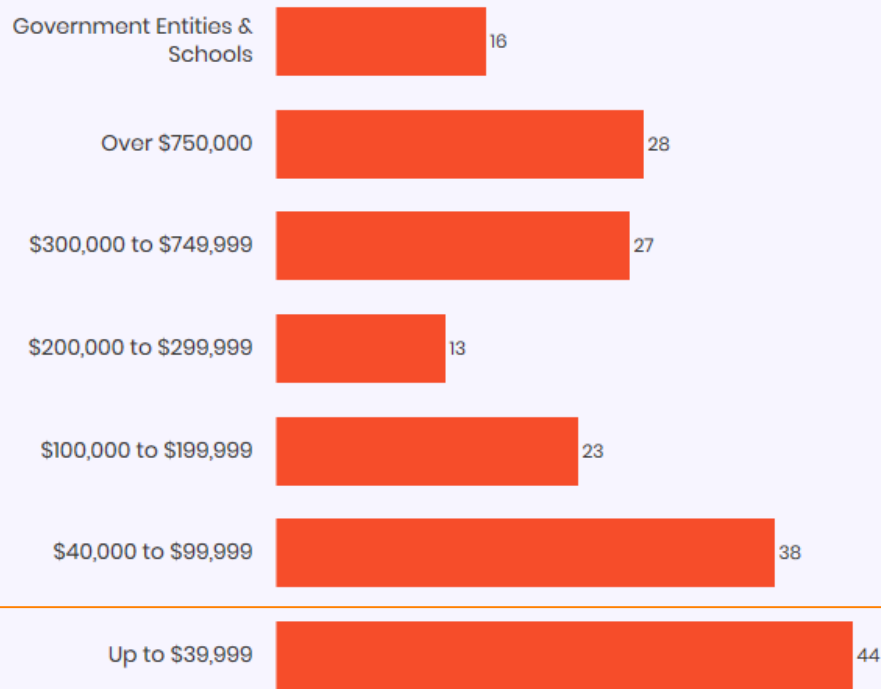


# What Legal Structures Do They Operate Under?



- Collectives
- Cooperatives
- Associations
- Sole Proprietorships
- Partnerships
- LLCs
- Corporations
- Non-profit Corporations (501c3)
- City/County Governments and Municipalities
- Tribal Governments

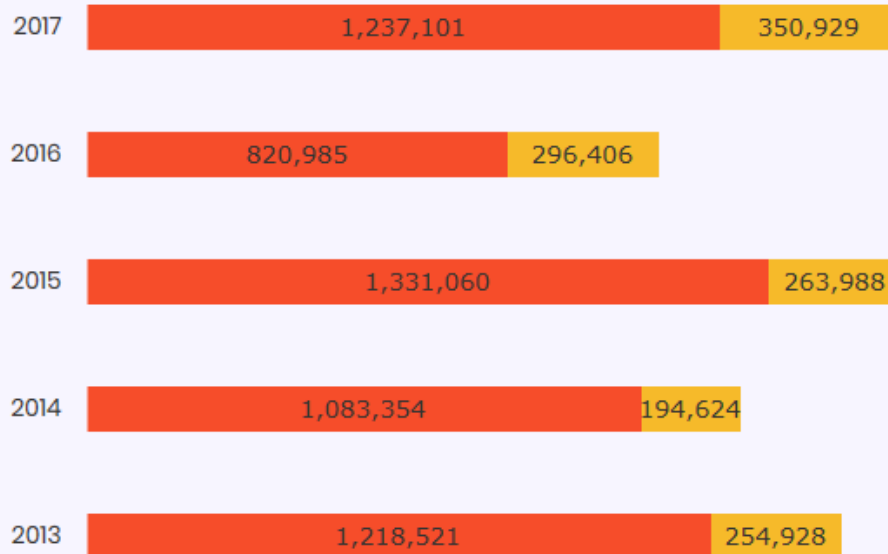
# What's Their Revenue Size?



NM EDD reports that 93% of businesses in the arts, entertainment and recreation industry business sector are “non-employee” – having no paid employees.

The average “non-employee” receipts for all industry sectors is \$39,787.

# Are New Mexicans Attending Arts Events or Participating in the Arts?

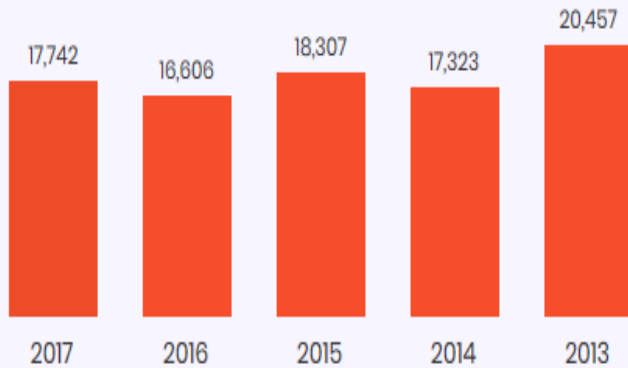


Adult & Youth Attendance

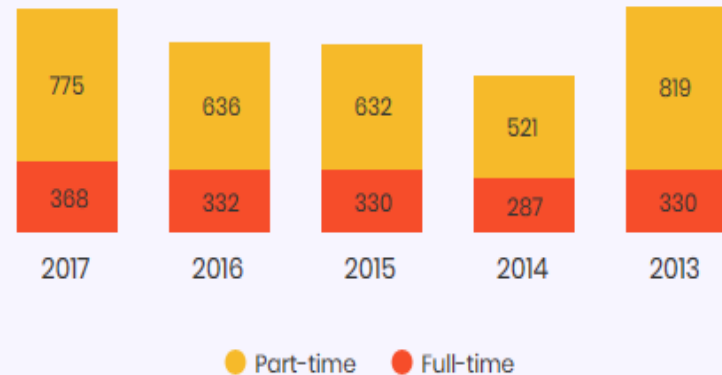
Data for NM Arts funded programs only.

# Is Anybody Really Working There?

## Artists



## Employees



*Artists = Visual artists, writers, musicians, dancers, actors, etc.*

*Employees = Executive directors, development personnel, bookkeepers, marketing managers, etc.*

Data for NM Arts funded programs only.  
Excludes volunteers.

# What's a Local Arts Council and What Does it Do?

New Mexico Arts defines a *local arts council* as "a community organization or an agency of local government that supports cultural organizations, provides services to artists and arts organizations, and/or presents arts programming to the public."



- Advocacy
- Information Services to the Public
- Services to Artists
- Services to Arts Organizations
- Grant Making
- Presenting
- Arts Education Activities

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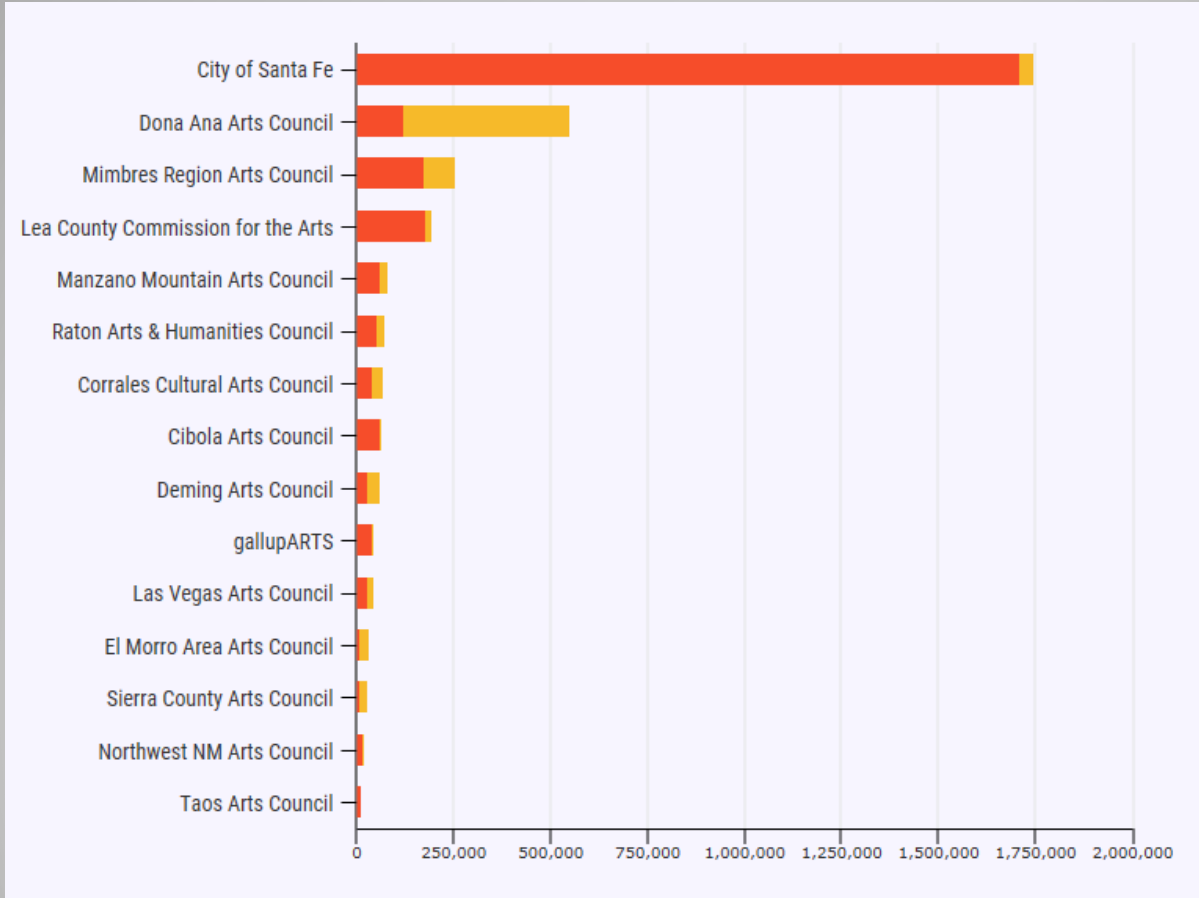
- Cultural Planning, Community Development, Cultural Tourism
- Public Art
- Facility Operation



Your local arts council may vary.



# How Large (\$) Are New Mexico's Local Arts Councils?



The City of Santa Fe Arts Commission is the state's only arts council that is a government entity and the city has heavily invested in arts and culture via Lodger's Tax.

Of the Commission's almost \$1.8M in revenue they re-granted approximately \$856,000 to local organizations.

They are the only New Mexico arts council that has a significant re-granting program.

Revenues range from \$11,000 to \$1.8M.  
Avg. revenue excluding Santa Fe is \$109,000.

Data for NM Arts funded councils only.

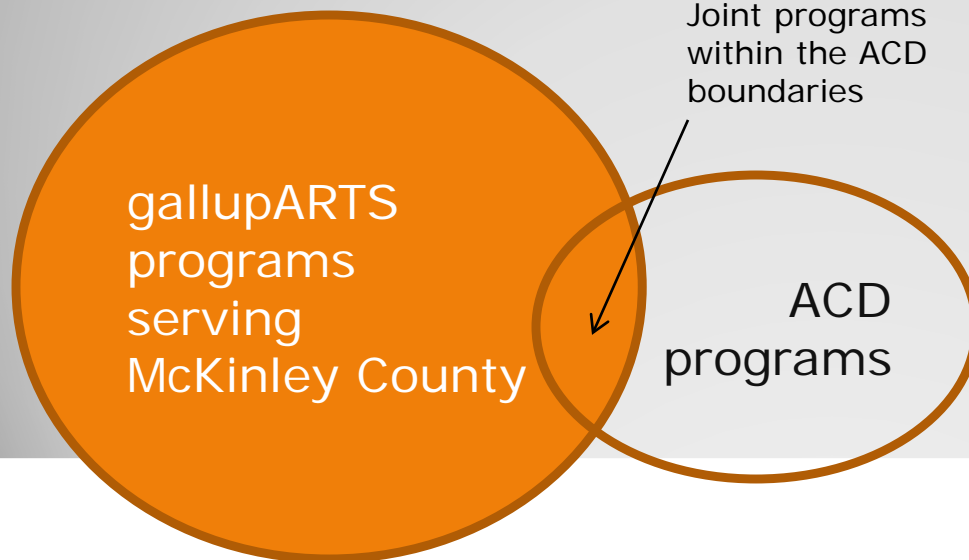
# Why a Local Arts Council and an Arts & Cultural District?

## Local Arts Council

- A community organization or an agency of local government that supports cultural organizations, provides services to artists and arts organizations, and/or presents arts programming to the public.
- An arts & cultural district is one program of a local arts council.

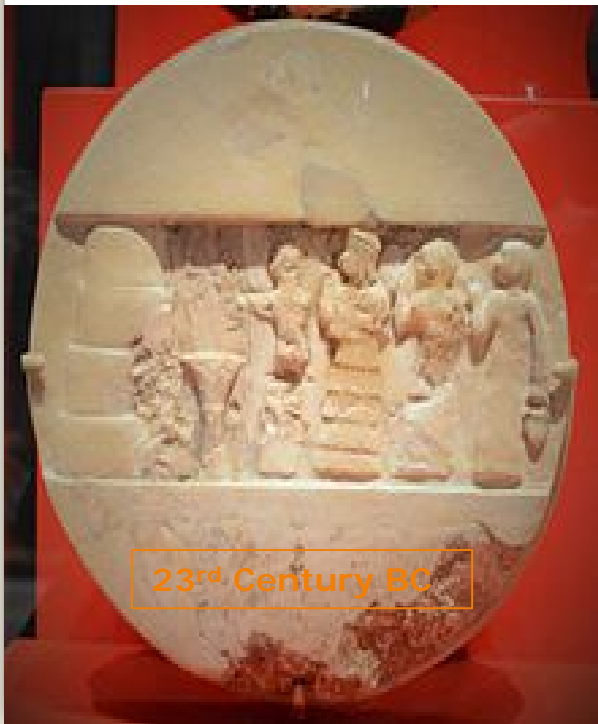
## Arts & Cultural District

- Well-recognized, labeled areas of a city in which a high concentration of cultural facilities and programs serve as the main anchor of attraction.
- A local arts council is one partner in an arts & cultural district.





20,000 Years Ago



23<sup>rd</sup> Century BC



700 BC



c. 1800s

- c. 1965 NEA and NM Arts
- c. 1983/5 MainStreet America & NM MainStreet
- 2001 "Creative Economy" term coined
- 2002 Richard Florida's book on cultural creatives published
- 2007 New Mexico ACD program established

Art is an expressive form of culture.

“To be cultural, to have a culture, is to inhabit a place sufficiently intensive to cultivate it—to be responsible for it, to respond to it, to attend to it caringly.”

- *Philosopher Edward S. Casey*



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