



**BUILDING AN ARTS & CULTURAL MOVEMENT  
PARTNER DIALOGUE AND FEEDBACK**

# ARTS & CULTURAL ECONOMY IMPACT\*

- **76,000+** employed in cultural tourism, arts & culture education and related industries (> construction and manufacturing combined)
- **A higher percentage** of New Mexicans employed as professional artists, artisans and in galleries/museums and related industries, compared with other states. **One out of every 18 jobs** in NM in arts & cultural industries.
- Arts & Cultural industries generate **\$137 Million in state/local revenues**
- **\$137 Billion in wages paid**, more than hotels restaurants, "roughly" equal to extraction industry.

*\*Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico. UNM Bureau of Business and Economic Research, 2014.*

# BBER RECOMMENDATIONS

1. Establish a **Business Development Center** for Creative Enterprises
2. Establish a statewide **web platform for statewide networking** of creative professionals
3. Promote enforcement of the **Native Arts & Craft Act**
4. **Emphasize community cultural capacity** narratives over individual and global narratives
5. **Connect creatives to broader markets** and opportunities for engagement
6. Administration of the **Fine Arts Education Act**
7. Develop **technology** for audience **engagement in business development**
8. **Promote** the state's **creative industries** clusters
9. **Refashion state marketing campaigns** to support creative industries

# NMMS CREATIVE ECONOMY GOALS

- **Attract** public and private **investment** into local economies (policy and practice)
- **Invest in creative industries** and enterprises to grow small business and local entrepreneurial activity (including LEDA)
- Build up tourism, cultural facilities and enterprises and entrepreneurs, via **technical assistance, tools and funding** for partners who want to support, cultivate local entrepreneurs
- Build **partnerships** to encourage the creative and entrepreneurial economy in communities
- **Build the network**, elevate the discussion, establish infrastructure for creative programming, **engage political leadership**



# ACD PERFORMANCE INDICATORS

## 1. District Snapshot: What's Happening?

- Increase/decreases in # of Arts & Cultural Businesses (list)
- Physical Improvements in the district

## 2. What are you doing?

- List key projects from cultural (or other) plans
- Performances/events/promotions produced
- Efforts to assist local A/C entrepreneurs
- Creative Industries targeted
- Historic/cultural properties worked on
- Connect utilization of incentives (historic tax credits, etc.)

## 3. What resources are applied?

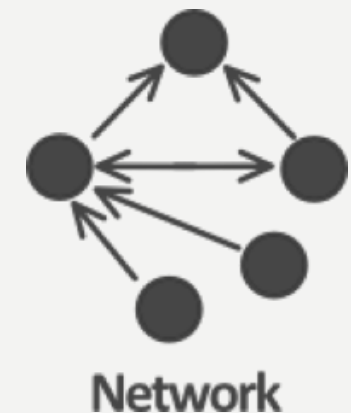
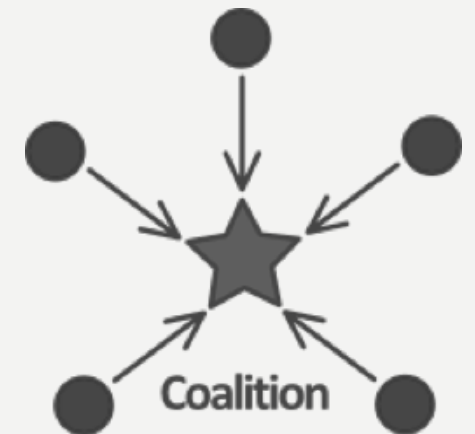
- Grants, gov't funds, partnerships, volunteer hours, media hits



N E W M E X I C O  
*arts & cultural*  
D I S T R I C T S

# ORGANIZING STRUCTURES

- **Collaboration** just means working together (info sharing, program coordination, joint planning); limited interaction, achieve a mutually beneficial goal.
- Formed for a specific, common goal, a **Coalition** involves **a group of organizations** that get together, share responsibilities, bring broader attention and action to a large goal and may disband after achieving their goal.
- A **Network** is a **set of organizations** with diverse relationships, strengths of relationships and trust between them. May have a dedicated organizational infrastructure. Collaborations and coalitions happen in larger networks.



# STAKEHOLDER FEEDBACK

## Assessing Interest:

What is your interest in actively participating in **network building** to enhance supports for arts & cultural entrepreneurs, **growing the arts & cultural economy/creative movement** and mobilizing to **engaging local/statewide leadership for stronger investment?**

# STAKEHOLDER FEEDBACK

## Identifying Key Elements – What's Needed?

- Organizational infrastructure coordination and management?
- Training & education?
- Communications?
- Data collection/sharing?
- Performance indicators?
- Policy/advocacy, mobilizing?



# STAKEHOLDER FEEDBACK

## **Supporting local Arts & Cultural Entrepreneurs:**

What do you need to better support local arts & cultural entrepreneurs?

- Tools?
- Training / Technical Assistance?
- Incentives / Funding?
- Other Resources?