

# Arts & Cultural Districts

## Strengthening the Network



Annual New Mexico  
Arts & Cultural District Meeting  
Santa Fe, January 31, 2018

# Introduction NM State ACD Coordinator Rich Williams

Ten Years since 2007 NM Arts & Cultural District  
Act



*When you learn something from people or from a culture, you accept it as a gift, and it is your lifelong commitment to preserve it and build on it.*

*Yo Yo Ma - Musician*

# National Growth and Debate

- What is the Creative and Cultural Economy



*Culture is the widening of the mind and of the spirit.*

*Jawaharal Nehru*

# NMMS Recommitment and Strategy for Creative Economy work

Building on the existing commercial base, arts, culture, advanced technology and creative assets in New Mexico MainStreet communities, programs and initiatives, strive to strengthen and support entrepreneurial and creative endeavors through assessment, education, planning, and collaboration.

# Framework Elevating NMMS Work

## Creative Economy Defined

For New Mexico MainStreet, the Creative Economy is comprised of entrepreneurs, enterprises, and industries that engage intersections of commerce, creativity, innovation and culture. It includes those who produce creative products, those who turn creations into commercial products, those who distribute or market them, those who support creative endeavors and the spaces they live and work in.

# Cultural Economy for NM – ACD Defined

- The New Mexico Arts & Cultural District (ACD) program supports its state authorized districts and local Coordinating Councils in developing and implementing cultural economic goals based on existing heritage, arts and cultural assets. This includes the creation of strategies to support arts and cultural entrepreneurs, the spaces they live and work in, cultural enterprises and cultural facilities, institutions, creative placemaking, and related organizations.

# NM-ACD Statutory Purpose

(1) be in a **geographically contiguous area** that ranges in size from a portion of a municipality to a regional district with a special coherence;



Silver City Syzygy tile enterprises and Bullard St & Silco Theater



*If your culture doesn't like geeks, you are in real trouble. Bill Gates – Innovator*



# NM-ACD Statutory Purpose

(2) be distinguished by physical and cultural resources that play a vital role in the life and development, including Economic and Cultural, development of a community;



Dixon community placemaking tile project, artist Shel Nymark

*Preservation of one's own culture does not require contempt or disrespect for other cultures – Cesar Chavez – Political and social activist*



# NM-ACD Statutory Purpose

(3) focus on a **cultural compound**, a major art institution, art and entertainment businesses, an area with arts and cultural activities or cultural or artisan production



Gallup streetfair, Mora Spinning Mill

*I must dwell in places were I am in awareness of God and mortal men.*

*- T.C. Cannon, Native American artist*

# NM-ACD Statutory Purpose

(4) be engaged in promotion, preservation and educational aspects of the arts and culture of that locale and contribute to the public through interpretive, educational and recreational uses.

## ***Forgotten 72***

Farmington Artist  
Michael Bulloch



- *Unless we change direction, we are likely to end up where we are headed. Chinese Proverb*

# NM – ACD State Council

- Critical Partnership: NMArts, HPD, NMMS, McCune Foundation, NMRA, Tourism, NM Humanities Council
- Provide guidance and perspectives from various professional / agency lens on the Cultural and Arts economies
- Bring resources and technical assistance to assist State Authorized Districts
- Oversight and delivery of incentives from participating agencies and organizations to meet ACD Cultural Economic Development Plan goals

*In your light I learn how to love./ In your beauty, how to make poems./ You dance I side my chest, where no one sees you, /But sometimes I do, and that sight becomes this art. – Sufi Poet Rumi*

# Local ACD Core Work

- Resource Team Report
- Cultural Economic Development Plan (CEDP)
- Annual Work Plans based on CEDP
- Professional Assistance from state tied to CEDP



Los Alamos ACD Resource Team, Ashley Pond

*All Art is the result of one's having been in danger, of having gone through an experience all the way to the end, to where no one can go any further. - Rilke*

# State Historic Tax Credits for ACD

- Albuquerque – Simms Bldg. - \$50,000
- Las Vegas – Ilfeld Bldg. - \$50,000, 601 Lincoln - \$50,000, 925 4<sup>th</sup> St - \$50,000, 1221 Seventh St - \$25,000, 906 Tilden approx. \$48,000
- Raton – El Raton Theater \$50,000
- Former Taos ACD – John Dunne House – \$48,000 approx.



Historic St. Vrain Mill, Mora



# LEDA for Cultural Facilities





# MRA for Redevelopment Areas

Amendment this session: Adding “*creative enterprises and industries and cultural facilities*” as identified in the **Local Economic Development Act** and “public infrastructure” in state designated MainStreet Districts and State Authorized Arts & Cultural Districts” to the list of qualified projects.

ACD Districts with MRA adopted: DowntownABQ-ACD, Las Vegas, Raton, Silver City

# ACD fund at DCA

The "arts and cultural district fund" is created as a nonreverting fund in the state treasury. The fund consists of appropriations, gifts, grants, donations and bequests. The fund shall be administered by the cultural affairs department, and money in the fund is appropriated to the cultural affairs department to carry out the provisions of the Arts and Cultural District Act. Money in the fund shall be disbursed on warrants signed by the secretary of finance and administration pursuant to vouchers signed by the secretary of cultural affairs or the secretary's authorized representative.

***No Funding Ever Appropriated to***

# Other Funders

BCCC, PNM, NMGasCo, McCune, Yates Foundation, NM Resiliency Alliance, NEA



Downtown ABQ 3<sup>rd</sup> Street Murals,  
Las Vegas Rough Riders Festival

# ACD Growth

- Community Economic Development opportunity
- Diversifying the local economy to create opportunity
- Strengthen our individual programs
- Strengthen our ACD Network



Artesia

Monumental Bronzes

Veterans Park

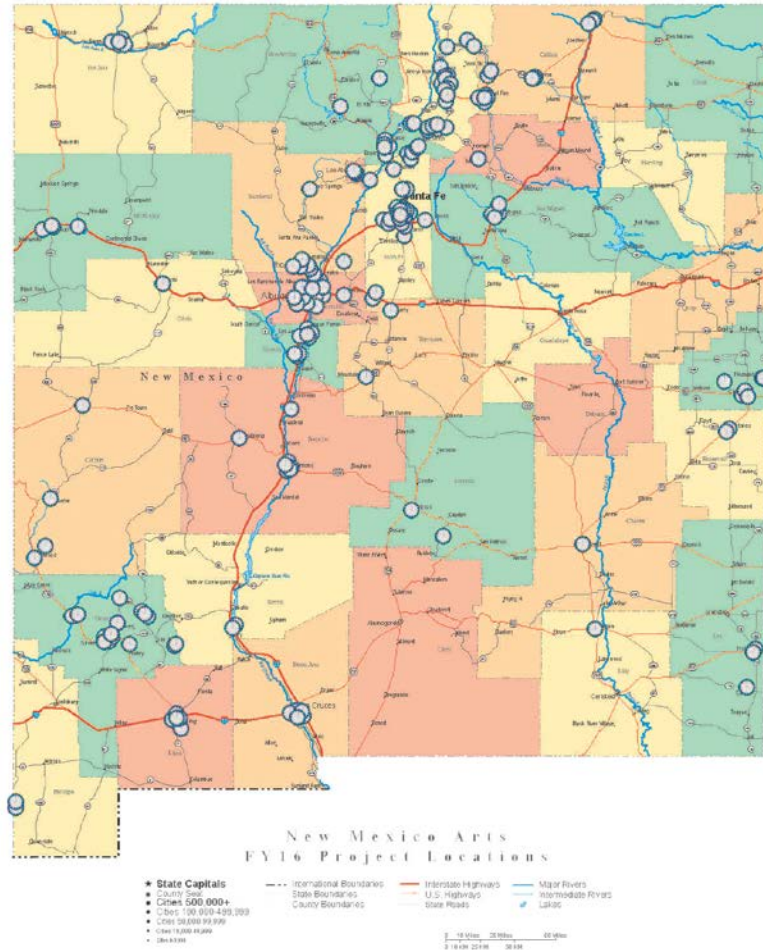


*Culture does not make people. People make culture, If it is true that the full humanity of women is not our culture, then we can and must make it our culture. Chimamanda Ngozi Adichie – Social and women's rights activist*

# NMMS works with ACDs



# 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

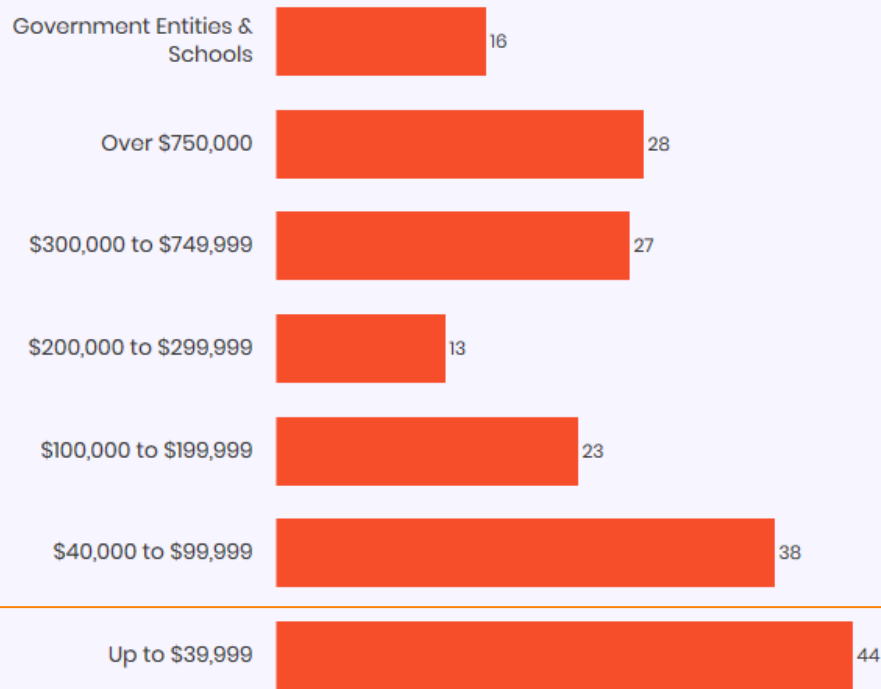
*Via arts organizations and*

- 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





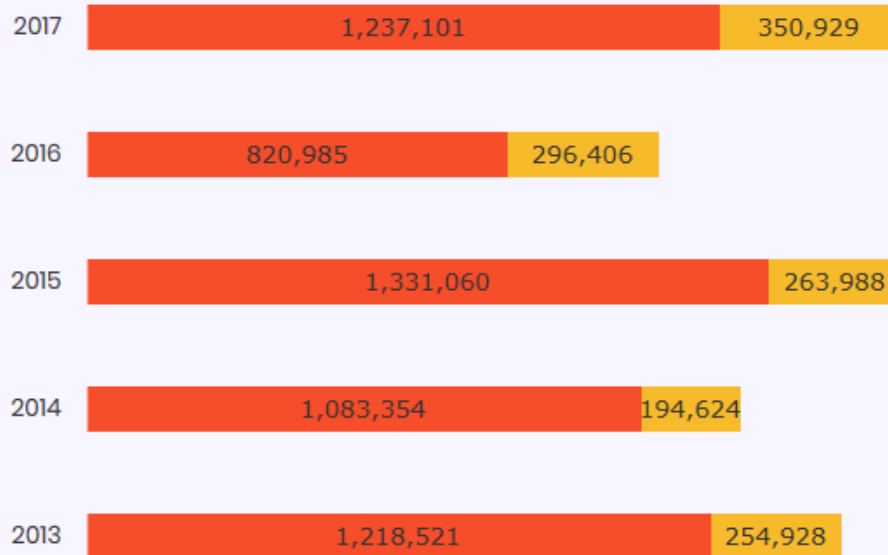
# What's Their Revenue Size?



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?

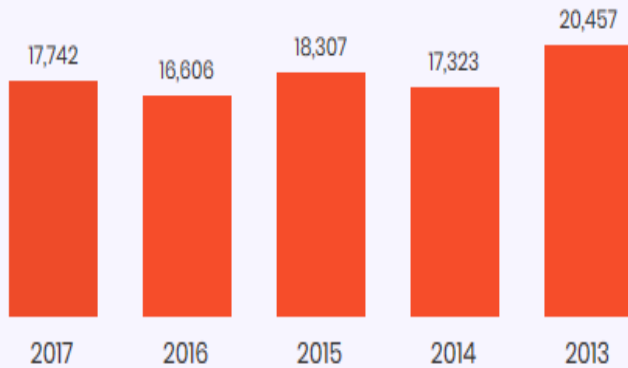


Adult & Youth Attendance

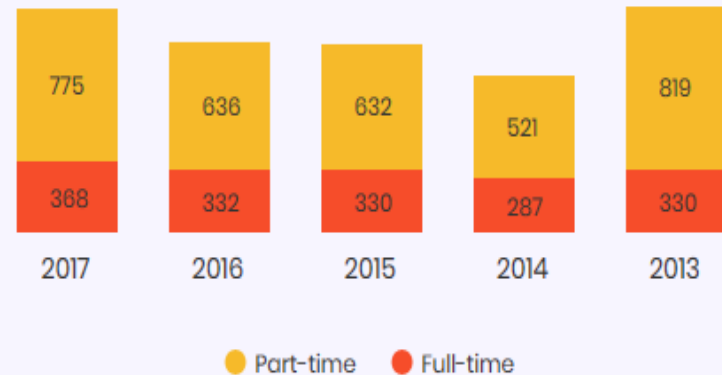
Data for NM Arts funded programs only.

# 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."



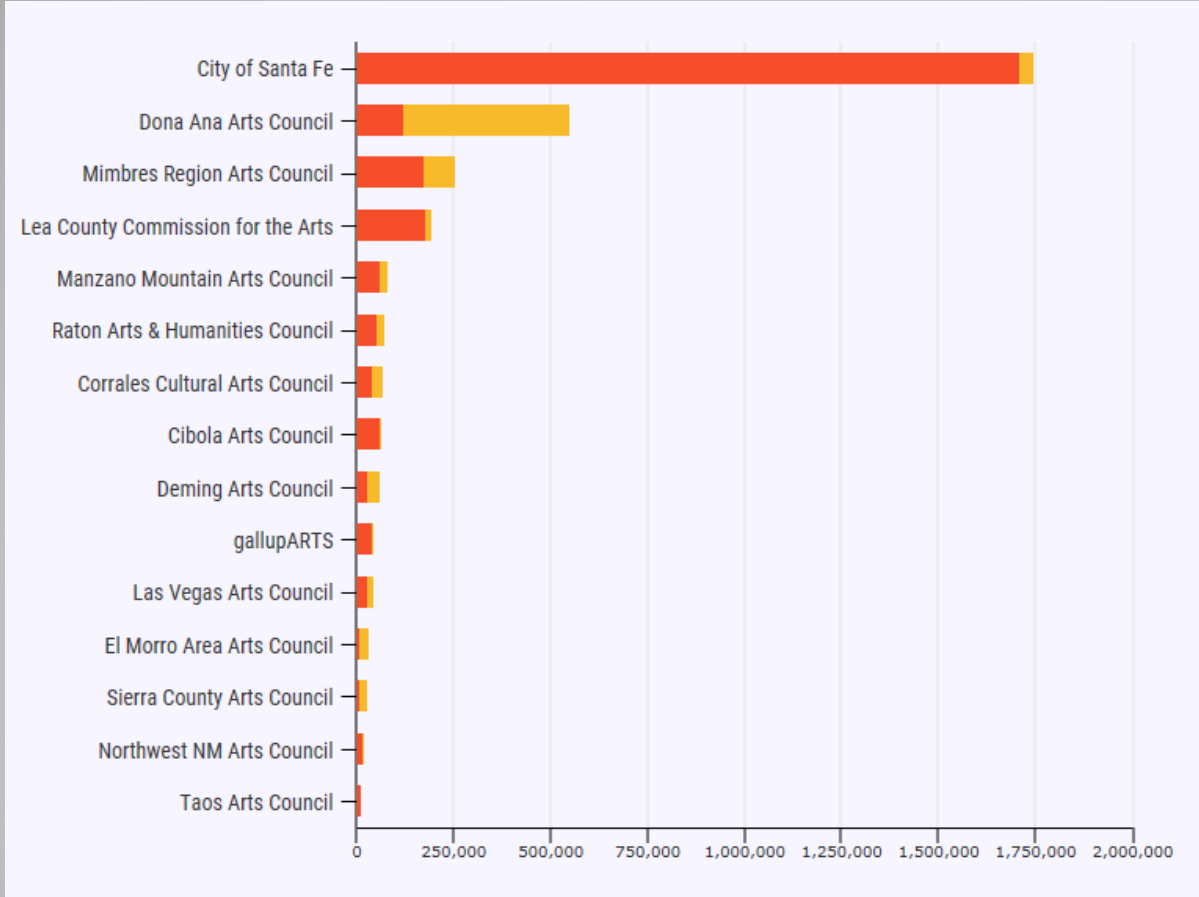
- Advocacy
- Information Services to the Public
- Services to Artists
- Services to Arts Organizations
- Grant Making
- Presenting
- Arts Education Activities

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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.

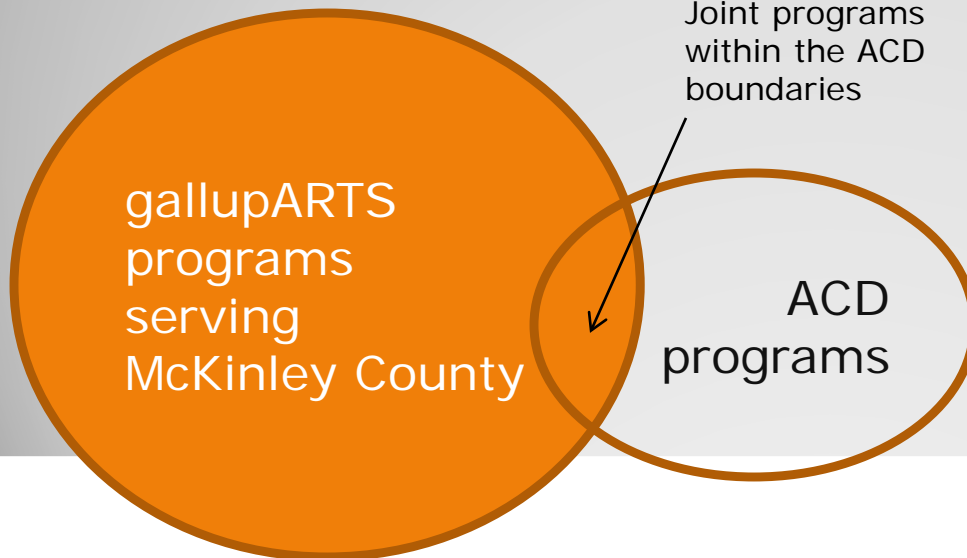
# Why a Local Arts Council and an Arts & Cultural District?

## 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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