

New Mexico Arts & Cultural Districts 2013 Application



NEW MEXICO
arts & cultural
DISTRICTS

Application for State Authorization

Authorizing Agency – New Mexico Arts Commission

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

State Arts & Cultural District Council

Loie Fecteau; Executive Director New Mexico Arts
Department of Cultural Affairs

Audrey Herrera-Castillo, Cooperative & Regional Marketing Programs Manager
Department of Tourism

Jeff Pappas; State Historic Preservation Officer (SHPO)
Director, Historic Preservation Division, Department of Cultural Affairs

Ann Weisman; Deputy Division Director, New Mexico Arts
Department of Cultural Affairs

Wendy Lewis; Executive Director
McCune Charitable Foundation

Craig Newbill; Executive Director
New Mexico Humanities Council

Elmo Baca; Program Associate, Cultural and Historic Properties
New Mexico MainStreet

Charlie Deans; Program Associate, Urban Design
New Mexico MainStreet

Applicant Development Criteria and Eligibility

Prior to filling out this 2013 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 2013 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. Its Steering Committee shall be engaged in revitalization, interpretation, conservation, preservation and educational aspects of the area's unique and authentic culture contributing to the enhancement of the cultural 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 2013 Application").

The 2013 ACD Background and Introduction and the 2013 ACD Application is posted beginning July 1 on the EDD web site under "Business Resources," at www.goNM.biz and at www.nmartsandculturaldistricts.org.

This is a competitive application process. There is enough funding from the New Mexico State Legislature to award two communities state-authorization this year (2013).

A workshop to assist potential applicants will be held in Santa Fe July 17th at the Economic Development Department (South Capital Complex, Joseph M. Montoya Building on St Francis and Cordova Streets) in the Padilla Conference room 11am. This is not a mandatory workshop but highly recommended. Applicants having at least one person in attendance will be awarded 10 bonus points in the review and ranking of applications.

Technical assistance and information for developing your application are available up until September 5th, 2013 by calling the Arts and Cultural District State Coordinator, Rich Williams at 505-827-0168.

Applications are due September 13th no later than 2pm

**at the Arts and 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 and Cultural District Coordinator
Attn: Rich Williams
1100 St. Francis Drive
Joseph M. Montoya Building
Santa Fe, NM 87505**

This is not a postmark deadline

Fax and electronic submissions are not acceptable

**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 will 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).

Community Information

Proposed Name of New Mexico Arts and Cultural District

Name of local municipal jurisdiction (city/county)

Name of MainStreet or Arts Council organization sponsor

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

Legal description of Arts and Cultural District

A. PRIMARY CONTACT

Name: _____
Please Print

Title: _____

Mailing Address: _____

City: _____ State: N.M. Zip: _____ County: _____

Daytime Phone: () _____ Ext. _____ Fax: () _____

Email: _____ Website: _____

B. CHAIR OF ARTS AND CULTURAL DISTRICT STEERING COMMITTEE

Name: _____
Please Print

Title: _____

Mailing Address: _____

City: _____ State: N.M. Zip: _____ County: _____

Daytime Phone: () _____ Ext. _____ Fax: () _____

Email: _____ Website: _____

C. LOCAL ARTS COUNCIL

Name of Arts Council: _____
Please Print

Title: _____

Mailing Address: _____

City: _____ State: N.M. Zip: _____ County: _____

Daytime Phone: () _____ Ext. _____ Fax: () _____

Email: _____ Website: _____

D. LOCAL COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION

Name: _____
Please Print

Title: _____

Mailing Address: _____

City: _____ State: N.M. Zip: _____ County: _____

Daytime Phone: () _____ Ext. _____ Fax: () _____

Email: _____ Website: _____

E. MUNICIPALITY (OR POLITICAL SUB DIVISION)

Name: _____
Please Print

Title: _____

Mailing Address: _____

City: _____ State: N.M. Zip: _____ County: _____

Daytime Phone: () _____ Ext. _____ Fax: () _____

Email: _____ Website: _____

1. CULTURAL ASSETS

This application serves as a self-assessment of your proposed Arts & Cultural District. It will be reviewed by our ACD State Council members and ranked based on the criteria established in this document and the companion document “New Mexico Arts & Cultural Districts: Background and Introduction for 2013 Application,” and the assets and the narratives you provide below.

If selected you will receive a two-day visit by an Arts & Cultural Resource Team of professionals representing the **four areas of development of an Arts and Cultural District** identified in “New Mexico Arts & Cultural Districts: Background and Introduction for 2013 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. Cultural Planning and Development

Physical Planning

Capacity and Sustainability

Branding and Marketing

Cultural and Arts Inventory of Assets:

Please check the appropriate 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.

	<i>Number of</i>	<i>Public or Private</i>
Arts Facilities and Organizations		
Art galleries	_____	_____
Artist studios	_____	_____
Arts Training Centers	_____	_____
Existing informal Arts District	_____	_____
Public Art (<i>not source of funding, but publicly accessible</i>)	_____	_____
Artisan workshops (<i>open to the public</i>)	_____	_____
Arts incubator	_____	_____
Arts Council	_____	_____
Public & Arts Markets	_____	_____
Arts businesses (<i>bookstores, antiques, folk art, crafts, framers, suppliers</i>)	_____	_____
Film production and media	_____	_____

	<i>Number of</i>	<i>Public or Private</i>
Arts Production Resources	_____	_____
Health foods, organic foods, culinary arts	_____	_____
Cultural Institutions & Cultural Compounds	_____	_____
Performance Theaters, Spaces	_____	_____
Informal performance areas (<i>Venues</i>)	_____	_____
Movie houses	_____	_____
Museums	_____	_____
Libraries	_____	_____
Parks and Gardens	_____	_____
Public Plazas	_____	_____
Schools (<i>Community Colleges, Universities, Charter</i>)	_____	_____
Cultural/Community Center	_____	_____
Historic Preservation Assets		
Historically designated buildings and cultural properties	_____	_____
Historic District or overlay zone	_____	_____
Historic corridors	_____	_____
State or National Scenic byways	_____	_____
Historic District Certified Local Government (<i>CLG</i>)	_____	_____
Self Guided Walking Tour	_____	_____
Brochure or “App”	_____	_____
Hospitality and Tourism Resources		
Historic Hotels, motels, inns	_____	_____
Bed and Breakfasts	_____	_____
Total Number Of Beds Available Within The Proposed District	_____	_____

	<i>Number of</i>	<i>Public or Private</i>
Tourism destinations	_____	_____
Tourism and visitors centers	_____	_____
Permanent public facilities (<i>restrooms</i>)	_____	_____
Interactive informational kiosks	_____	_____
Website For Tourism information	_____	_____
Map and guide of amenities within Proposed District	_____	_____
Convention or Civic Center	_____	_____
Restaurants	_____	_____
Internet cafes and coffeehouses	_____	_____
Farmers Markets	_____	_____
Other Support Services		
Live/work housing (<i>and/or affordable housing</i>)	_____	_____
Railroad depots and Transportation hubs	_____	_____
Public Wi Fi District	_____	_____
Design Professionals (<i>architects, urban designers, planners, graphics, computer digital design, etc</i>)	_____	_____
Foundations, charities dedicated to arts and culture	_____	_____
Other related arts or cultural businesses not described above?		
<i>Please describe</i> _____		

2. TYPE of ARTS & CULTURAL DISTRICT

(Narrative. Please attach a page to the back of this application with your response)

In the companion piece to this 2013 Application, the “New Mexico Arts & Cultural Districts: Background and Introduction for 2013 Application,” five types of Arts & Cultural Districts are described.

- Artisan Arts District
- Community Neighborhood Development District
- Creative / Cultural Production District
- Institution Driven District
- Public Sector Driven Catalyst District

Please choose one of these descriptions that best describes your initial vision for your district. In one page or less, utilizing the assets you have listed above describe what your basic economic development goals are for your Arts & Cultural District focus? How will this particular focus grow your proposed district cultural economy? *(Please 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 areas listed below that have been completed within the proposed Arts & Cultural District:

Population of the municipality _____

PLEASE INDICATE DATE COMPLETED

- Cultural Properties Asset Inventory _____
- Livability and/or Design Guidelines municipally adopted _____
- Downtown Master Plan, or Metropolitan Redevelopment Area (MRA) Plan _____
- Adopted TIF _____
- Adopted TIDD _____
- Adopted BID _____
- District Cultural and/or Arts Plan _____
- District Economic/Market Analysis _____
- Adopted Quality of Life Tax _____
- 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
 - Number of buildings on the state and national historic registers _____
 - 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 _____

- Adopted LOGRT _____

*(**BID** – Business Improvement District, **LEDA** – Local Economic Development Act; **LOGRT** - Local Options Gross Receipts Tax; **TIDD** – Tax Increment Development District; **TIF** – Tax Increment Finance District)*

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 and cultural assets that can be economically developed and capitalized upon (see **Attachment A** in the “New Mexico Arts & Cultural Districts: Background and Introduction for 2013 Application”).

Within a 1/4 mile 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 and Cultural 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 and 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 and Culture District and are willing to support and serve on an Arts and Cultural District Steering Committee:

- 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
- Chambers of Commerce
- 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 economic revitalization, historic, cultural and arts groups. Cite specific examples. Building upon these past successes, how does your ACD Steering Committee transform its vision into a practical working relationship for a dynamic Arts & Cultural District? *(Please 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 below 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)
- Other events (Please list on a separate sheet and attach to the back of the Application)
- Brochures
- Web Site
- Other Social Media (Facebook, Twitters, Tweets, Q/R codes)
- Self-Guided Walking Tour Brochure
- Self-Guided Walking Tour "App"
- 5 year Strategic Marketing Plan
- Branding/Promotion Plan
- Signature Event
- Community Visioning exercises

- 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 Department 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 attach narrative to the back of your application)*

10. ECONOMIC MARKET NICHE

The cultural economy is one 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 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 Steering Committee wishes to undertake to increase district revenue, jobs 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 Steering Committee and the District? (Please attach narrative to the back of your application)

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

There are two financial revitalization tools municipally enabled through State Statute to support place-based community economic development, the Quality of Life Tax and the Local Economic Development Act (as amended in 2007 for Arts and Cultural Districts). Will the municipality work with your ACD Steering Committee to adopt one of these economic development financing mechanisms to create a sustainable source of revenue for the District?

Yes

No

14. COMPOSITION of LOCAL STEERING COMMITTEE

Each organization, agency and institution must sign the attached Letter of Agreement (LOA, see below) that they will be formally part of the ACD Steering Committee. All LOAs must be included with the application packet of narratives and materials for this 2013 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 Arts Commission of the State of New Mexico and the City 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 and 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 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 Steering Committee 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 city/county and especially those citizens who own property or businesses within said Arts & Cultural District to support, 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 _____ **OF** _____
(insert day of the month) (insert month and year).

Mayor's signature

Date signed

Print Mayor's name

ATTEST

**SAMPLE RESOLUTION FOR PARTICIPATING ARTS,
CULTURAL, 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 2013 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 and community economic development agencies, institutions and organizations to create an Arts & Cultural District Steering Committee 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 and Cultural District Coordinator in the New Mexico Economic Development Department, staffing the New Mexico Arts Commission of the Department of Cultural Affairs for this Program, 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 and 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 Steering Committee of said Arts and Cultural District.

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

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

Chair/Presidents's signature

Date signed

Print Chair/Presidents's name

ATTEST