



NEW MEXICO
arts & cultural
DISTRICT

**NEW MEXICO
ARTS AND CULTURAL DISTRICT
BACKGROUND AND ELIGIBILITY
2009**

To enhance the local economy of a downtown district by creating a sustainable Arts & Cultural District through local and state partnerships utilizing incentives and technical assistance that result in a comprehensive and cohesive strategy with place-based arts and culture as an economic market niche.

**A Collaborative Program
of**

New Mexico Economic Development Department

New Mexico MainStreet Program

New Mexico Department of Cultural Affairs

New Mexico Arts Commission

New Mexico Arts Division

Historic Preservation Division

New Mexico Tourism Department

State Scenic Byway Program

State Cultural and Heritage Tourism Program

The McCune Charitable Foundation

Museum of New Mexico Foundation

DEADLINE: FRIDAY, JANUARY 9, 2009 - 2:30 P.M.

**NM Economic Development Department
State Coordinator of Arts and Cultural Districts**

1100 St. Francis Drive

Joseph M. Montoya Bldg.

Santa Fe, NM 87505

www.goNM.biz

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1. What is a State Authorized Arts and Cultural District (ACD)?

More than 90 cities in the United States have planned or implemented an Arts and Cultural District program – positioning the arts and culture as the center of revitalization and community economic development efforts. The impact of Cultural Districts is measurable. The arts and areas with historic structures attract residents and tourists who also support adjacent businesses such as restaurants, lodging, retail and entertainment. The presence of arts and cultural opportunities enhances property values, the profitability of surrounding businesses and the tax base of the region. ACD districts attract a diverse and well-educated workforce – a key incentive for new and relocating businesses, and ACD districts contribute to the creativity and innovation of a community.

In 2007, the New Mexico State Legislature adopted HB606, sponsored by Rep. John Heaton of Carlsbad, and Governor Bill Richardson signed into law, municipal enabling legislation to create Arts and Cultural Districts in New Mexico. The intent is to support arts and cultural-based economic development for businesses, individuals, organizations, agencies and institutions to work collaboratively and to formally structure that collaboration through a steering committee of local arts, cultural and economic development organizations, agencies and institutions for the purpose of creating an economic market niche. The legislation established the New Mexico MainStreet Program Director as the “Coordinator” of the state’s efforts and the New Mexico Arts Commission as the authorizing body for such districts.

The legislation provides local communities who formally designate a MainStreet Arts and Cultural District the ability to adopt the Local Economic Development Act (LEDA) and through referendum pass the Local Options Gross Receipts Tax (LOGRT) to be utilized by the local Arts and Cultural District in the support and development of the District. The legislation also provides for a doubling of the state tax credit for rehabilitation of historic properties within the Arts and Cultural District. The local Arts and Cultural District Council is also encouraged to explore with the municipality and or county the potential passage of the Quality of Life Tax to assist in the development of a stable revenue stream for the district.

An Arts and Cultural District (ACD) is a well recognized, branded, mixed-use, compact area of a town in which a high concentration of arts and cultural facilities serve as the anchor. The District boundary is set with the participating community during its start-up period through an on-site visit by an Arts and Cultural District Resource Team of arts, cultural and community economic development professionals.

Arts and Cultural Districts can be found in small rural communities or in large urban areas with the potential for more than one arts and cultural district. The initial two pilot ACD districts were authorized by the New Mexico Arts Commission in the winter of 2008: Las Vegas and Silver City. They have assisted the State ACD Council in developing a stronger model and process for this phase and future growth of the ACD.

This second round of request for Application will be to select two new communities. They will receive two years of start-up services from the state Arts and Cultural District Council made up of cooperating statewide partners to:

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- Create an Arts and Cultural District that builds upon and enhances the community's existing arts and culture assets as catalysts for downtown revitalization and community economic development; and
- Promote the development of local organizational partnerships to drive the development of the Arts and Cultural district that is financially sustainable for the partners and the district's administration and operations.

2. What are the Benefits to a State Authorized Arts and Cultural District?

The benefits offered to state authorized districts could include enhanced historic tax credits for rehabilitation of historic structures or other incentives which create live/work space for cultural workers and space for cultural and entertainment enterprises. Additional possible benefits include access to financial assistance programs from state agencies and other funding partners such as:

- Specialized technical assistance and support through professionals in the field of planning and development for such districts through the New Mexico MainStreet Program and New Mexico Arts;
- Tourism Department support in marketing and promoting the official state authorized District;
- MainStreet Capital Outlay Fund, set aside annually by the state legislature;
- New Mexico Historic *Preservation Division (HPD)* Federal Rehabilitation Investment Tax Credits and New Mexico Historic Property Tax Credit (*doubled within Arts and Cultural Districts*);
- New Mexico Historic Preservation Loan Fund and the MainStreet Revolving Loan Fund;
- Potential locating of a Museum of New Mexico Foundation *New Mexico Creates* shop;
- Potential access by participating artists and craftspeople to sell their creations on the Museum of New Mexico Foundation's e-commerce site www.NewMexicoCreates.org;
- New Mexico Economic Development Department potential access to Cooperative Advertising funds and Certified Communities Initiative Funding with the passage of LEDA for Arts and Cultural Districts;
- New Mexico Finance Authority planning grants; and
- District featured on EDD website www.oftheroadnm.com.

3. What is the Purpose of a State Arts and Cultural District Application?

The New Mexico Arts and Cultural District Program is a Community Economic Development initiative of the State of New Mexico leveraging and enhancing the state's creative economy. It is targeted to a specific district's artists, artisans, cultural entrepreneurs and cultural institutions.

The purpose of the application process is twofold. First, it serves as a formal process for the evaluation committee to review proposals from applicants for the potential of official state "authorization" through the New Mexico Arts Commission of a proposed Arts and Cultural Pilot District. In evaluating each proposal the committee will rank the strengths and weaknesses of

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each proposed district based on the state's enabling legislation and the benchmarks and criteria set forth in this application.

Second, it provides the applicants a process to evaluate their own proposed Arts and Cultural District. In that self evaluation, missing elements to solidify a potential district can be identified that will contribute to both strategic planning and future implementation. The instructions are written in narrative form to assist the applicant with background and intent related to each step of the application process.

The application is comprehensive and requires specific detail. Not all elements of the application checklist may be applicable to your district nor is it expected that all elements of the comprehensive checklist will have been completed prior to application.

Staff of the statewide cooperating agencies, institutions and organizations providing oversight to this state program, is available to assist in the application process. Please call the state of New Mexico Coordinator for Arts and Cultural Districts for assistance: 505-827-0168, Rich.Williams@state.nm.us.

It will be necessary for your community to develop an initial steering committee of partners to complete the application. The steering committee of organization, agency, institution and governmental representatives will mirror the final composition of the future local Arts and Cultural District Steering Committee which provides administration and oversight for the authorized state Arts and Cultural District. There must be, at minimum, three formal partners for the proposal and for managing the district: a community economic development corporation, an arts council, and the municipality. Applicants are encouraged to have between 7 and 11 organizational members on this steering committee.

The Evaluation Committee has identified three forms through which a state authorized Arts and Cultural District may take shape:

Public Sector Driven: the vast majority of current arts and cultural assets are owned and operated by public agencies within the boundaries of a proposed Arts and Cultural District;

Private Sector Driven: the vast majority of current arts and cultural assets are owned and operated by entrepreneurs, business and property owners, and private sector (non-profit) organizations within a proposed Arts and Cultural District; and

Private/ Public Sector Hybrid: there is a balance between public and private sector ownership and operation of the current array of arts and cultural assets within the proposed Arts and Cultural District.

4. Who can apply to be an Authorized ACD?

The New Mexico enabling legislation states that any New Mexico community that chooses to apply will do so based on the criteria set forth by the State Coordinator of Arts and Cultural

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Districts. For this round of application, the State Coordinator of Arts and Cultural Districts with the cooperating state agencies and organizations forming the State Council for Arts and Cultural Districts has determined that those communities wishing to apply must form a steering committee which will take formal responsibility for the administration, operations and development of the district.

This ACD Steering Committee shall be comprised of between 7 and 11 local agencies, institutions and organizations (*non-profits or public agencies*), with the municipality (*can include county or Council of Governments jointly if a district extends across a common boundary and the governing entities wish to be part of developing the district*), of which three shall formally be represented on the ACD Steering Committee: the municipality, an Arts Council and a local community economic development organization (i.e. MainStreet Program or Community Economic Development Corporation, etc.).

In addition to the inventory and narratives required in the application form, the following materials are required of every applicant and are described in the "Application 2009" form:

- An assets map of cultural and arts institutions, organizations, agencies, and identified cultural and arts commercial and business activities within a one mile area of the potential district. The actual boundaries of the proposed district is set with the participating community during its start-up period through an on-site visit by an Arts and Cultural District Resource Team of arts, cultural and community economic development professionals. The Resource Team will explore with the ACD Steering Committee how the boundaries of the district will meet the purposes of an ACD and the economic contributions of its arts and cultural assets within a proposed boundary;
- Letter of resolution from the governing body in which the district is located, which supports the authorization and commits the governing body to explore and identify financial tools to sustain the district's administration and operations;
- Letter or resolution from each of the public/private partners comprising the proposed local Arts and Cultural District Steering Committee with name of the organization, official representative of the organization, full address, phone number and email;
- Budget and revenue stream sources and incentives to administer, promote and operate development within the district; and
- An optional statement of support from the County and/or Council of Governments.

5. Eligibility and Development Criteria

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, including economic and cultural development, of a community.

The proposed Arts & Cultural District shall focus on a cultural compound, a major art institution, art and entertainment businesses, an area with arts and cultural activities or cultural or artisan

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production, and shall be engaged in promotion, preservation and educational aspects of the area and culture of that locale and contribute to the public through interpretive, educational and recreational uses.

The applicant and its partners agree to:

- Comply with the New Mexico Arts and Cultural District Act and policies as established by the state authorizing body, the New Mexico Arts Commission, and implemented by the state Arts and Cultural District Coordinator; and
- Develop a Community Economic Development public-private partnership creating an Arts and Cultural District (ACD) Steering Committee.

In addition, the applicant and its partners agree to create an Arts and Cultural District ACD Steering Committee:

- Composed of organizations, institutions and agencies dedicated to community economic development, the arts and cultural pursuits working as partner stakeholders within the proposed ACD boundary; and
- Minimally and formally composed of a community development corporation (i.e. local MainStreet organization), an Arts Council, and the municipality (or county or political subdivision).

The Arts and Cultural District ACD Steering Committee will:

- Govern and set policy for the development of the Arts and Cultural District based on the mission and focus of the district as long as it develops cultural and heritage tourism and supports the workers, crafts people, artisans, and cultural enterprises and institutions within the district boundary through local incentives encouraging the development and enhancement of arts and cultural enterprises and activities;
- Hire an ACD Coordinator who administers and manages the ACD District on behalf of the Steering Committee, and works a minimum of 20 hours per week;
- Take responsibility for the financial support of the operations and management of the ACD District and shall ensure that the ACD District meets goals and benchmarks of its state authorization; and
- Within a two-year start-up period will be required to:
 - o Develop an ACD Cultural Plan and an ACD Master Plan to be officially adopted by the municipality (or political sub-division where the ACD is established);
 - o Pass, through municipal ordinance, adopting official boundaries of the district and the purposes of the District; and
 - o Adopt the identity standards and brand consistent with the state's authorized identity standards (see state Arts and Cultural Identity Standards Manual) and subsequent marketing and promotions strategies and a signature event unique to that District.

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Because of current funding constraints, this second round of applications for FY 2009, is open to new communities willing to dedicate a minimum of \$20,000 per year to pay for administration and operations of the ACD Steering Committee to complete its required two-year start up period of planning and development. Other commitments of matching funds and in-kind resources in support of this application are strongly encouraged. (See application item #8. Developing and Sustaining the District). Technical Assistance will be provided by cooperating State of New Mexico Agencies.

6. What are the Application Requirements?

Applications must be typed or computer generated, be complete, meet all stated requirements and be properly signed by the chief elected official or officials of the governing body where the District is being established and chair/president of the sponsoring community (MainStreet) non-profit organization. A jointly signed application shall include a written expression of sentiment regarding the filing for designation and authorization. Include the completed checklist supplied with this narrative. A copy of the application can be found on the Economic Development Department web site: www.goNM.biz.

**Applications must be received in the NM Economic Development Dept Office
by 2:30 p.m. on Friday, January 9, 2008**

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

Mail the original application certified (signed) and 14 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**

7. What are the Review Process and Timeline for Authorization?

Each application will follow a four-step process:

1. New Mexico MainStreet Program staff shall initially review applications for accuracy and eligibility.
2. The State Arts and Cultural District Council's Evaluation Team will review applications and make recommendations to the Coordinator. Evaluation Team members shall be appointed by the Coordinator and include staff from the New Mexico MainStreet Program of the Economic Development Department, the New Mexico Arts and the Historic Preservation Divisions of the Department of Cultural Affairs, the State Scenic Byway Program of the Tourism Department, the McCune Foundation, and the Museum of New Mexico Foundation

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and other individuals knowledgeable in subjects including but not limited to historic preservation, arts, tourism, and community economic development.

- The Coordinator of the Arts and Cultural District program shall make the final recommendations of the Evaluation Team to the New Mexico Arts Commission for their final decision and authorization. The Commission will accept and “authorize” each of the districts, or if they find deficiencies in the recommendation, may deny the applicant’s proposal and return it to the community for further work to address those deficiencies. The Evaluation Team reserves the right to recommend no candidate applications based on its selection criteria.

Applicants will receive notification within three weeks of the authorization from the New Mexico Arts Commission and a joint Department press conference and announcement in mid to late March 2009.

It is anticipated two districts will be selected, one rural and one urban MainStreet community, during this round. Applications not selected during this first round may be re-submitted “without prejudice” when the next open enrollment is announced. Depending on the success of the Economic Development Department and the New Mexico Coalition of MainStreet Communities at the state legislature with receiving an appropriation for expansion funds for Arts and Cultural Districts (FY09), additional communities may be authorized as early as the beginning of the new fiscal year.

- The New Mexico Arts Commission will review the recommendations of the Evaluation Team at one of their meetings. The local applicant’s Project Coordinator of the Arts and Cultural District Council should be present at this Arts Commission meeting to answer any questions Commission members may have.

5. Timeline:

October 21, 2008	Release of Application and Instructions
October 21- December 20, 2008	Technical assistance available to develop application
December 2, 2008	Pre-Application Workshop, 11am - Economic Development Dept, Santa Fe
January 9, 2009 (2:30 pm)	Applications due to Economic Development Department, Santa Fe
January 14, 2009	Initial Evaluation Team Review of Applications, Santa Fe
January 21 – 22, 2009	Oral presentations of Applicants to Evaluation Team, Santa Fe
February 26, 2009	Recommendations of Evaluation Team presented to NM Arts Commission for Authorization, Santa Fe

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Mid - late March 2009	Joint Department Announcement of the communities selected for authorization
TBA	Resource Team four-day intensive on-site in each of the selected communities

8. Application Ranking for 2009

The state evaluation team will meet on January 14, 2009. Initial ranking of each submitted application will be finished that day. The ranking areas will follow the application index found on the second page of the application. Areas of ranking are weighted numerically as identified below.

Oral presentations are scheduled for Santa Fe on January 21-22, 2009. Each applicant will be given 45 minutes of which 30 minutes will be to present clarifications to your application proposal to the evaluation team and 15 minutes for questions from the team to the applicants. The evaluation team will be looking for a cogent summary of the proposal and direct specific answers to questions it has posed. Visual materials are encouraged. Graphics, PowerPoint, larger maps and photos that do not conform to the submitted application are allowable at the oral presentation. Time limits will be strictly enforced.

There are three areas where the applicant may receive bonus points in this process:

First – for attending the pre-proposal workshop	10	bonus points
Second – submitting a complete application	5	bonus points
Third – oral presentations	Up to 10	bonus points

Ranking areas and points possible per area of ranking:

1. Cover Pages (All data in this area provided will count to the second category of bonus points addressed above)	0 points
2. Cultural Assets and Boundaries	Up to 15 points
3. Planning	Up to 10 points
4. Public Infrastructure	Up to 15 points
5. Community Support	Up to 20 points
6. Marketing and Promotion	Up to 5 points
7. Management Structure	Up to 15 points
8. Developing and Sustaining the District	Up to 15 points
9. Documents and Resolutions of Support	Up to 5 points

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Possible Ranking Points

100 points (per evaluator)

Total points possible (with bonus points)

125 points (per evaluator)

The evaluation team will be placing major emphasis on your descriptions in the narratives. The checklists are important for identifying existing, missing and/or needed assets to assist your steering committee's work in the ACD and for the follow up technical assistance provided by the state during your start-up period. The narratives provide the evaluation team with a better understanding of how your Arts and Cultural District partners will utilize, leverage and enhance those elements critical to the district's credibility, sustainability and success.

The word and page limitations are deliberate to develop a concise narrative that directly addresses specifics of the narrative for each section. In some cases multiple narratives have been requested to separate out elements within the larger category for further development.

Please use 12 pt. Font size. Font style can be in Arial, Helvetica, Palatino, Times or Times New Roman (in other words standard fonts which are easily readable). You may single space the lines in your narrative. Remember, the evaluation team will be reading multiple proposals. You will want your narratives to read clean and to the point.

9. Oral Presentations

Oral presentations are not required but could provide up to 10 additional points to the applicant. They will be held in Santa Fe (exact location TBA) on January 21 and 22, 2009 from 9am to 2pm. Scheduling of presentations will respect the distance applicants must travel to make their presentation to the Evaluation Team. Total presentation time per community is forty-five (45) minutes: 30 minutes for presentation, 15 minutes for questions. Additional graphic material and photos are welcome to supplement the limited materials the written application allows.

10. Next Steps

If your proposal is accepted as a state authorized Arts and Cultural District, your local Steering Committee and can expect technical assistance from the state with the following:

- The first two years of the operations of the ACD will be considered "Start Up" Arts and Cultural Districts. During that period of time participating state agencies and their partners will work intensively with your local ACD Steering Committee to develop its proposal into a strategic implementation plan and build Steering Committee financial and leadership capacity to create a sustainable District.
- "State authorization" by the New Mexico Arts Commission enables the partnering governing body to formally designate through local ordinance the ACD district, its purposes, boundaries and recognition of the local Steering Committee, and the local financing mechanisms to develop the district.

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- Intensive services from state agency staff within the first three months of authorization will include a Resource Team made up of state Council members, participating state agencies and national experts in the field of arts and cultural economy to engage the public to further articulate and enhance the vision of the ACD with the Steering Committee. Additional services include work toward the development of a cultural plan or the revision of an existing cultural plan integrating the ACD into that plan, mapping the district boundaries, developing a marketing and branding strategy, planning for a signature event, and beginning the development of a downtown Arts and Cultural District Master Plan.
- The Steering Committee will work with the Technical Assistance Team to develop specific benchmarks to measure its success and report those benchmarks to the State Coordinator and the New Mexico Arts Commission annually to maintain its authorized status.
- The Evaluation Committee will review authorized Arts and Cultural Districts once a year to determine the quality of their performance. At that time, the evaluation committee may recommend to the New Mexico Arts Commission, the loss of “authorization” for a non-performing district. Each year, depending on appropriations made by the State Legislature and the Governor for the purposes of supporting and creating new districts, and based on the quality and quantity of applications received, the evaluation committee may review and recommend to the New Mexico Arts Commission the authorization of additional districts.

11. Definition of Terms

Agencies - those public sector departments of municipal, county, council of governments, the state or other political subdivisions of the state of New Mexico.

Arts and Cultural District - a developed district of public and private uses that:

- May be a portion of a county or city with a special coherence that crosses jurisdictional lines;
- Is distinguished by physical and cultural resources that play a vital role in the life and development of the community and contribute to the public through interpretive and educational, and recreational uses; and
- Is a contiguous geographic area of a city or county or a joint jurisdiction there of, that is wholly within one square mile.

Artistic/Cultural Work - a work, whether written, composed, executed, performed or taught that fall within the following categories:

- Literary Arts (*playwriting, screenwriting, fiction, non-fiction, poetry*);
- Design Arts (*graphic design, architecture, landscape architecture, interior design*);
- Theatre and the performing arts;
- Visual Arts (*painting, sculpture, graphic arts, bookmaking*);
- Public Art;

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- Culinary Arts;
- Photography;
- Interdisciplinary and/or Performing Art;
- Traditional Arts, crafts and related industries and hand craft work;
- Media Arts (*film, video, radio*); and
- Horticulture.

Arts and Cultural organization – a not-for-profit, for-profit entity or public agency dedicated to the arts and/or culture, excluding adult entertainment.

Authorization – the official recognition as identified in the Arts and Cultural District enabling legislation adopted by the New Mexico State Legislature and signed into law by Governor Richardson in 2007. The authorizing body was designated in the same legislation as the New Mexico Arts Commission.

Coordinator – the state coordinator for the New Mexico Arts and Cultural District program who staffs and orchestrates the State’s official program.

Council – the cooperating statewide agencies and organizations overseeing the process of authorization and assisting authorized districts with technical assistance and resources.

Cultural Plan – the strategic implementation document developed and adopted by the Council for the Arts and Cultural District.

Designation – the municipality shall designate the proposed District through resolution of the City Council and Mayor.

Governing body or entity – a municipality, county, Council of Government or political subdivision in the State of New Mexico.

Incentives – the financial incentives offered for an Arts and Cultural District and resident cultural workers.

Institutions – cultural, educational and arts public facilities formally organized and providing services to the public (i.e. museums, monuments, cultural and or civic centers, universities, schools, etc.) and/or parallel facilities within the private sector formally organized and providing services to the public (i.e. museums, theatres, schools, learning centers, performance or art spaces, etc.).

MainStreet District - the District boundary of the local MainStreet organization required by the National Trust Main Street Center of all affiliating projects. The Arts and Cultural District boundaries may take on a different shape then the operating MainStreet organization’s boundary for services.

Non-Profit – a federally designated non-profit organization is required to act as fiscal agent for the local ACD. It is encouraged that the fiscal agent be a 501c(3) for the purposes of receiving grants and funding from private sources, charities and foundations.

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Organizations – incorporated not for profit or for profit entities in the case of this application those organizations shall have as their mission and/or function the support and the provision of facilities of the arts, culture, economic development and the development, marketing, financing and education and advocacy thereof.

Project Coordinator – the local staff person responsible for coordinating resources, both human and financial, and the organizational, agency, and institutional partnerships to implement to Arts and Cultural District Plan as established in policy by the local Council.

Resident cultural worker - an individual who:

- Owns or rents residential real property in a Cultural District; and
- Derives income from the sale or performance within the Cultural and Entertainment District of an artistic work, excluding adult entertainment, that the individual wrote, composed, taught or executed wholly or primarily within the district, either solely or with one or more individuals.

State Fiscal Year - the period from July 1 through June 30 of the following year.

Steering Committee – The partnership created within a non-profit organization made up of agencies, organizations, institutions and governing bodies responsible for the development and implementation of the Arts and Cultural District.

12. Technical Assistance for this Application

Please contact the State Arts and Cultural District Coordinator, Rich Williams at 505-827-0168 or rich.williams@state.nm.us. If you need technical assistance from our professional staff in the development of this application, please allow for a reasonable response time (up to two weeks) from our staff. The last day technical assistance for the application process is available is December 10, 2008.

The areas of technical assistance from our professionals include:

- Architectural design
- Arts planning and development
- Budgeting and fundraising
- Cultural planning and development
- Historic building inventory and asset mapping
- Market analysis
- Organization development
- Physical planning and Infrastructure
- Promotion and marketing
- Visioning