



## **New Mexico Arts & Cultural Districts Background and Introduction for 2013 Application**

### **ACD State Leadership, Pilot and Start Up Communities**

New Mexico Arts and Cultural District legislation in 2007 established the New Mexico MainStreet Program Director in the Economic Development Department as the “Coordinator” of the state’s efforts and the New Mexico Arts Commission of the New Mexico Arts Division of the Department of Cultural Affairs as the authorizing body for such “State Authorized” districts. There are program benefits established by the legislation outlined below.

To guide state resources and investments into the State Authorized ACD programs, a broader State Arts & Cultural District Council was created to include the state’s Tourism Department, the McCune Charitable Foundation and the New Mexico Museum Foundation. In 2011 the New Mexico Humanities Council joined the State ACD Council. Under the direction of the State ACD Coordinator, the Council discusses and recommends policy, reviews applications and make recommendations for the addition of new Start-Up ACDs to the New Mexico Arts Commission. The State ACD Council organizes the initial Resource Teams with newly selected Start Ups and brings targeted resources and services as well as professional expertise and technical assistance to State Authorized ACD districts.

The initial two pilot ACD districts were authorized by the New Mexico Arts Commission in the fall of 2007: 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. Experience with these pilot districts has resulted in a Clean Up ACD Bill (not yet adopted) for the Arts and Cultural District Act to bring it into alignment with actual practice in the field for New Mexico. Four more Start Up communities were authorized in 2009, Downtown Albuquerque, Los Alamos, Raton and Taos. There is currently a backlog of more than 13 communities wishing to be authorized within the state’s program.

This narrative has been written in anticipation of a third round of request for Applications from prospective communities to select two new communities in the fall of 2013. They will receive approximately two years of start-up services from the state Arts & Cultural District Council.

## What is a State Authorized Arts & Cultural District (ACD)?

The New Mexico Arts & Cultural District program is an interdisciplinary place-based creative economy initiative of the Economic Development Department. Its intent is to enhance New Mexico's cultural economy driving net new revenues into the local economy. The work of the state and its partners may best be summed up from this quote from the Creative Community Builder's Handbook: How to Transform Communities Using Local Assets, Arts and Culture, (Borup, 2006):

*By applying the practices of asset-based community development, more and more community builders are beginning to integrate the knowledge and expertise that have evolved in disparate specialized fields – including community development, arts and culture, planning and design, citizen participation – into the new practice of creative community building.*

More than 16 states and 500 towns in the United States have planned or implemented an Arts & Cultural District (ACD) program – positioning arts and culture as the center of revitalization and community economic development efforts. Arts & Cultural Districts can be found in small rural communities or in large urban areas (with the potential and neighborhood assets for more than one urban district). The results of this program are demonstrated in a well-defined district, easily identifiable, walkable, branded, and accessible -- often of mixed-uses, in which a high concentration of arts and cultural facilities, and/or artisan and cultural production and/or cultural entrepreneurs serve as the economic engine.

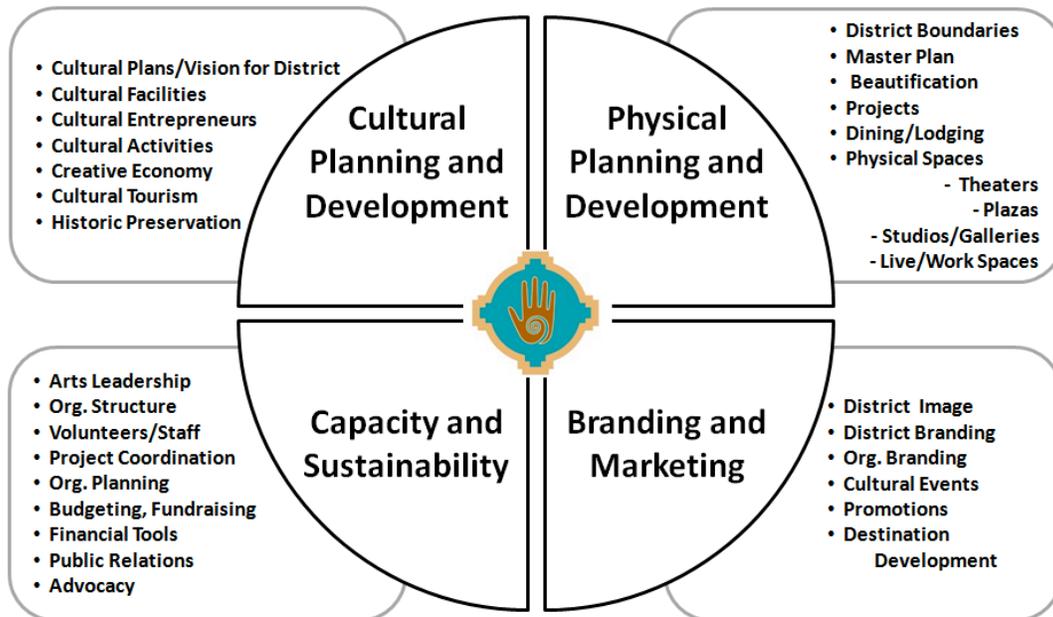
The impact of the “Cultural Economy” is measurable. Whether one looks at the statistics related to cultural workers and entrepreneurs, cultural enterprises and institutions or the larger cultural economy, the economic result is jobs and business development in the state of New Mexico. \*

Where there is a concentration of arts and cultural enterprises, in districts with unique historic architecture and cultural properties, a destination emerges that attracts residents and tourists alike. If the concentration is well-managed, there will also be support for hospitality businesses, , such as restaurants, cafes, lodging, retail and entertainment. The presence of arts and cultural opportunities within a clustered area enhances property values, revitalization of adjacent neighborhoods, 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 (See **Appendix A** for Policy on ACD District Boundaries).

In 2007, the New Mexico State Legislature adopted HB606, sponsored by Rep. John Heaton of Carlsbad, and Governor Bill Richardson signed into law “The Arts & Cultural District Act”, municipal enabling legislation to create state-authorized Arts & Cultural Districts as a place-based initiative in New Mexico. The intent of the legislation is to formalize and enhance arts and cultural-based economic development within a geographically cohesive district. The ACD is a local, asset-based economic development strategy working with artists and cultural entrepreneurs, arts and cultural organizations, arts and cultural institutions, historic architecture and other cultural assets to enhance the local economy.

# New Mexico Arts and Cultural Districts

## Operational Components



This New Mexico Arts & Cultural District program is a partnership between cooperating state agencies and organizations and a local ACD steering committee. It is place- based with a focus on arts and cultural assets within the district. It is a community economic development program seeking to sustain and enhance the local cultural economy requiring sustained human, organizational, natural, social and financial capital from its participants for the effort to succeed.

## **Objectives of the State Authorized Arts & Cultural District Program in Assisting Local State-Authorized Steering Committees and their Districts**

- To assist in the creation of local Arts and Cultural Districts as a destination that builds upon, enhances and promotes the state authorized community's existing arts, historic and culture assets as catalysts for downtown revitalization and community economic development.
- Support Artists, Artisans, Cultural Entrepreneurs, Creative Industries and Cultural Institutions within the ACD District.
- Promote the development of local organizational partnerships to leverage existing resources to drive the development of the Arts and Cultural District that is financially sustainable for the partners and the district's administration, operations and projects.\*
- Enhance cultural, arts, and heritage assets, programs and activities and related amenities within the ACD district to ensure high quality, authentic experiences for visitors and tourists.
- Engage community residents in the heritage and culture of their community.
- Ensure an effective marketing plan is established and implemented for the ACD District's arts, cultural and historic assets to ensure cross-marketing the various arts and cultural agencies, organizations, institutions and cultural entrepreneurs involved in the district.
- Provide opportunities for cross-marketing the state authorized ACD districts and find ways to collaborate between those districts on programs, projects and activities.

\* The New Mexico "*Arts and Cultural District Identity Standards Manual: A Blueprint for Effectively Branding Your Community*," (2008), and the "New Mexico Arts and Cultural District Marketing Standards and Tool Kit" (revised 2012), manual can be found on the state Arts and Cultural District Web site: [www.nmartsandculturaldistricts.org](http://www.nmartsandculturaldistricts.org)

## Composition of the Local ACD Steering Committee

The Start-Up Arts & Cultural District is led by a steering committee of local arts, cultural and economic development organizations, agencies and institutions that will take formal responsibility for the administration, operations and development of the ACD district.

This Steering Committee *is required* to have official representatives from:

- The municipality
- A local economic development non-profit providing revitalization services (In a MainStreet district, the MainStreet organization)
- A local or regional arts council or arts organization that provides support services to the major arts stakeholders within the proposed district
- Additional representative stakeholders from other arts, heritage and cultural organizations within the district

A guide to developing the Arts & Cultural District Steering Committee can be found on the website [www.nmartsandculturaldistricts.org](http://www.nmartsandculturaldistricts.org)

The local ACD Steering Committee is responsible for implementing the work of the district. It is through the combined efforts of its partners leveraging each other's resources that goals will be successfully achieved. The ACD Steering Committee structure is not intended as a new organization or non-profit in competition with existing organizations in the district. The ACD Steering Committee structure needs to remain flexible and adaptable to changing cultural economy needs and opportunities and not intended to be housed within government.

Expectations of the Steering Committee are:

- The ACD Steering Committee is expected to create and implement an annual plan of work which prioritizes the goals and findings of the ACD Resource Team and the municipally adopted ACD Cultural and ACD Master Plans
- All organizations, institutions and agencies comprising the ACD steering committee are expected to bring resources to the development of programs, projects and activities of the ACD District
- A paid staff person will be necessary to coordinate the work of the ACD Steering Committee and the ACD District

### Expectations of District

- Public-Private Partnership
  - LOA/MOU
  - Philosophical/Financial Commitment
  - Project Development
- Activity in Four Content Areas
  - Cultural Planning
  - Physical Planning
  - Marketing/Branding
  - Capacity/Sustainability
- Organizational Systems/Capacity
  - Legal Structure
  - Volunteer Driven Projects
  - Resource Development/Fundraising
  - Staffing
- Coordination with State/Local Partners
  - Monitoring/Reporting of Statistics
  - Annual Planning/Quality Improvement

### Benefits to a State Authorized Arts and Cultural District

The benefits offered to State Authorized Arts and Cultural Districts are provided through State statute and augmented through the participating agencies and organizations of the State ACD Council.

Throughout the Start Up period, professional technical assistance is provided to the new local organization including:

- A Resource Team of Professionals working with the proposed Districts stakeholders to define assets and initial priorities and opportunities
- Funding for the development of a Cultural Plan for the District to be adopted upon completion by the municipality
- Technical Assistance to assist municipality with the adoption of the Arts and Cultural section of the Local Economic Development Act (LEDA).
- Funding for a Master/MRA Plan for the district guiding public and private sector reinvestment into the District's key economic priorities
- Professional resources in organization development, policies, project and activity development, marketing and web design
- Statewide branding and marketing support to cross-market districts
- State marketing of the Districts as an arts and cultural destination
- Integration of local ACD content at the state-supported website, (visit at [www.nmartsandculturaldistricts.org](http://www.nmartsandculturaldistricts.org) )
- Assistance in filing for federal and foundation grants targeted to Arts and Cultural Districts

Current incentives enabled by the New Mexico Arts and Cultural District Act for State Authorized Arts & Culture Districts, which have municipally adopted their Cultural Plan, include:

- A doubling of the state’s historic tax credits (up to \$50,000) for rehabilitation of eligible historic commercial properties listed on the state register of cultural properties within the district’s boundary and which contribute to the purposes of the district.
- Through municipal adoption of the Local Economic Development Act (LEDA), access to locally generated LEDA funds for economic development projects prioritized in the ACD Cultural Plan and/or ACD Master/MRA Plan.
- Access to the New Mexico Historic Preservation Loan Fund for commercial eligible properties and a doubling of tax credit cap for eligible properties in the district.
- Opportunity to apply for the New Mexico Tourism Department’s Coop Advertising Program as an ACD.
- As funded by the New Mexico Legislature and Department of Cultural Affairs, access to the ACD Capital Outlay Cultural Fund for priority projects in the locally adopted ACD Cultural Plan or ACD Master Plan.

#### State Supports for Arts & Cultural Districts

- Cultural Planning

- Cultural Plan
- Financial Tools
- Project Development
- Planning Support

- Physical Planning

- Master Plan
- Financial Tools
- Project Development
- Planning Resources

- Branding and Marketing

- Website/Social Media
- Cooperative Marketing
- Statewide Marketing

- Capacity/Sustainability

- Organizational Dev./Training
- Financial Resources for Projects
- Planning supports
- Public-Private Partnerships
- Resource Development/Advocacy

## Types of Authorized ACD Districts

In an article for the National Trust Main Street Center's *MainStreet Now*, focusing on Main Street engagement with ACDs, author Rebecca Chan described the following typologies that you will explore during your Resource Team visit and in your Cultural Plan process.

*Artisan/Arts Districts: Also known as live work zones or gallery districts, artist districts are generally motivated by the desire to create an arts-based regional activity center and stimulate neighborhood change. Generally, such districts focus on professional artists or high-level hobbyists and rarely have an anchor institution such as a prominent museum. Artist districts usually include gallery and or performance spaces, artist live/work spaces and artist housing.*

*Community /Neighborhood Development Focus: A district that draws its strength from the unique cultural traditions and character of all of its residents. These districts focus on clustering arts businesses within a concentrated zone. Some neighborhood districts have anchors in the form of an arts group and defined by the presence of neighborhood artists, arts businesses and enterprises that support them.*

*Creative/ Cultural Production Focus: A district that focuses on artists and cultural entrepreneurs repurposing existing structures for live/work space. Also known as "Design Districts," "Film Production Districts," or "Cultural Quarters," they often focus on adapting old warehouses, office high-rises and industrial buildings for contemporary uses. Often the focus is on recruiting creative industry firms with an expanded focus that includes creative workers and entrepreneurs. They are often anchored by a college or university offering curriculum supportive of target creative industries or large arts or culturally related organization.*

*Institution Driven: A district anchored by large arts and cultural organizations and supported by smaller organizations and entertainment venues. These districts will often have groupings or clusters of museums, theaters, cultural centers and performance centers that collectively market the area as a destination*

*Public Sector Catalyst: A district created through public policy to achieve social, environmental and economic development goals. Many municipalities are making major public investments into historic and new cultural institutions and into their Arts and Cultural District's public infrastructure to revive their local economy within the district. They range from smaller scale improvements in areas needing revitalization to larger redevelopment areas targeted to the "Creative Class," and a new generation of young couples and families. The public sector usually takes the lead through its Planning and Cultural Services Departments.*

In New Mexico there is one other area of state authorization for "Cultural Compounds and Institutions" that lie outside of a state authorized district boundary but wish to be part of the larger cultural and heritage Tourism Marketing program of the state's Arts and Cultural District work (See **Appendix B** for more specific requirements),

The state Arts and Cultural District Act statute defines Cultural Compounds and Institutions as follows:

*“Cultural compound” means, a cohesive group of historic buildings and or cultural facilities owned publicly or privately, which contribute to the understanding of a community or region’s culture and heritage.*

*“Cultural institution” means, a publicly or privately owned facility accessible by the public, which provides opportunities for expressing, interpreting, conserving or preserving the culture and heritage of a community or region.*

## **The State Arts & Cultural District Application**

The New Mexico Arts & Cultural District Program is a community economic development initiative of the State of New Mexico leveraging resources to sustain and enhance the local and state’s cultural economy within State Authorized Districts. It is targeted to a specific district’s artists, artisans, cultural entrepreneurs, creative industry production, cultural organizations, and cultural institutions.

The application serves as part of a formal selection 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 & Cultural District. In evaluating each proposal the committee will rank the strengths and weaknesses of each proposed district and its participating stakeholders, based on the state’s enabling legislation, policy established by the New Mexico Arts Commission and the benchmarks and criteria set forth in the accompanying application.

The application provides the applicants a process to evaluate their own proposed Arts & Cultural District. In that self evaluation, a beginning vision and purpose, a comprehensive survey of assets and missing elements to solidify a potential district can be identified that will contribute to both strategic planning and future implementation.

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

Members of the State ACD Council are available to assist in the application process. Please call the state of New Mexico Coordinator for Arts & Cultural Districts for assistance: 505-827-0168, [Rich.Williams@state.nm.us](mailto:Rich.Williams@state.nm.us).

For the purposes of this application you should develop an **initial steering committee of stakeholders** within the proposed district. Applicants are encouraged to have between 7 and 11 members on this steering committee.

To assist you in thinking about your proposed ACD district, please see **Appendix A** to this narrative on the policy established to set the ACD district boundary lines. The Resource Team will work with the ACD Steering Committee to define and approve the boundary. The boundary is adopted with the ACD Cultural Plan by the municipality. Once municipally adopted, the incentives tied to the purpose of the ACD are available for the District to take advantage of.

## **Application Eligibility for State Authorized New Mexico Arts & Cultural District**

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).

### **Elements of the ACD Application**

In addition to the inventory, narratives and organizational resolutions required in the application form, the following materials are required of every applicant and are described in the ACD Application 2013 form:

- An assets map of cultural and arts institutions, organizations, agencies, and identified cultural and arts commercial and business activities within a one quarter mile radius of the potential district (see Appendix A). The actual boundary lines of the proposed district are explored with the Resource Team, established with the ACD steering committee, and finalized during the Cultural Plan development and adoption. 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 (see **Sample Resolution in the 2013 Application**), in which the district is located, which supports the authorization of the ACD District as an active partner and economic development public sector development district. The resolution commits the municipality to the ACD as one of its economic development strategies. Additionally, the governing body commits to explore, identify *and adopt* one or more municipally enabled financial tools that will match state, federal and foundation resources, in order to sustain the district's administration and operations.

These could include *municipal adoption* of:

- A Business Improvement District (BID)
- ***Required*** - adoption of the "Metropolitan" and Arts and Cultural District portions of the Local Economic Development Act (LEDA) with language provided by the State ACD Council.
- And potential adoption of a Public-Private Participation development agreement to support operations of the ACD Steering Committee (PPP)
- ***Required*** - adoption of a Metropolitan Redevelopment Area (MRA) Planas per NM Redevelopment Code
- And potential implementation of a Tax Increment Finance District (TIF) and the adoption of the Public-Private Participation development agreement (PPP)
- Quality of Life Gross Receipts Tax

- Tax Increment Development District (TIDD)
- Dedication of a portion of the Occupancy Tax (“Lodgers” Tax) for marketing, promotions and events

A letter or resolution from each of the public/private partners comprising the local Arts & Cultural District Steering Committee, committing support and resources for the implementation of the District’s Cultural Plan, with name of the organization, official representative of the organization, full address, phone number and email;

Optional - statements of support from the County and/or Council of Governments and, you may include other commercial stakeholders within the district.

## Expectations of State Authorized Arts & Cultural Districts

By filing this application the applicant and its partners agree to commit to this place-based cultural economic development strategy and its implementation goals with the following expectations:

- 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.
- Create an Arts & 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.
- Develop a community economic development public-private partnership creating an Arts & Cultural District (ACD) Steering Committee to implement the work of the district.
- The ACD Steering Committee is to be 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).

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.

Define a District Boundary based on the work of the ACD Resource Team and the local ACD Cultural Plan and comply with the boundary guidelines established by the New Mexico Arts Commission (See **Appendix A** “New Mexico Arts & Cultural Districts: Background and Introduction for 2013 Application”).

Complete Start Up ACD process with 24 to 30 months of State Authorization. (See **Appendix C** “New Mexico Arts & Cultural Districts: Background and Introduction for 2013 Application”).

Establish a self-sustaining and resilient organization that supports its operations and the programs, projects and activities that enhance the cultural economy within the ACD.

Utilize the incentives provided by state statute in the New Mexico Arts and Cultural District Act (2007), and those local incentives encouraging the development and enhancement of arts and cultural enterprises, institutions and agencies, and the programs, projects and activities within the ACD.

Work with the municipality to adopt the appropriate financial tools to sustain the district and its operations including municipal adoption of the Arts and Cultural District portion of the Local Economic Development Act (LEDA) and a Metropolitan Redevelopment Area enabling Public Private Partnerships for economic development investment.

New communities must be willing to dedicate a minimum of \$30,000 per year during the Start Up period to pay for administration and operations of the ACD Steering Committee and to support initial activities, planning, projects and programs. This minimum funding will be

necessary for the duration of the State-Authorized ACD district. Other commitments of matching funds and in-kind resources in support of this application are strongly encouraged.

Hire an ACD Coordinator who administers and manages the ACD District on behalf of the Steering Committee, and works a minimum of 20 paid hours per week. This funded position will need to continue for the duration of the ACD district's State Authorization.

Ensure that the ACD District meets goals and benchmarks of its state authorization and once adopted, the priority projects identified in the ACD Cultural District Plan and ACD District Master/MRA Plan.

Utilize the identity standards and branding consistent with the state's authorized identity standards (see "Identity Standards Manual: Blueprint for Effectively Branding Your Community Arts and Cultural District," and subsequent marketing and promotions strategies "Marketing Standards and Tool Kit." at: [www.nmartsandculturaldistricts.org](http://www.nmartsandculturaldistricts.org))

Based on the adopted ACD Cultural Plan, develop a *Signature Event* that has regional and statewide pull showcasing a unique aspect of your Arts & Cultural District.

Participate with the State ACD Council in the network of State Authorized Arts and Cultural District leaders network and the semi annual ACD network leadership meetings.

Provide an annual progress report to the New Mexico Arts Commission at their January meeting. The State ACD Coordinator will provide the intake form for the report

## **ACD Application Requirements**

Applications must be typed or computer generated, be complete, meet all stated requirements. Letters of Resolution of support must accompany the 2013 Application minimally from the chair/president of the sponsoring community (MainStreet) non-profit organization, the municipality and a local/regional Arts Council. It is highly recommended that other arts, cultural and other revitalization organizations, agencies and institutions dedicated to the cultural economies development within the proposed district also submit letters of Resolution with the 2013 Application.

### **Applications must be received in the Economic Development Department Office By September 13, 2013, 2pm**

**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 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**

## What is the Review Process and Timeline for Authorization?

1. Recommended Pre-Application workshop (Albuquerque July 17, TBD)
2. Applications released July 1, 2013. Eight weeks for local Steering Committee to develop responses and submit the Application (Due September 13)
3. New Mexico MainStreet Program staff shall initially review applications for content requirements. Funding from the State Legislature will support two new Start Up Arts & Cultural Districts this year.
4. The State Arts & Cultural District Council's Evaluation Team will review applications and make recommendations to the ACD State Coordinator knowledgeable in subjects including but not limited to historic preservation, arts and culture, tourism, and community economic development.
5. The State Coordinator of the Arts & Cultural District program shall make recommendations based on the Evaluation Team's review 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 state-authorization from the New Mexico Arts Commission and a joint EED and Cultural Affairs Department press release and announcement in late September.

It is anticipated two districts will be awarded during this round. Applications not selected during this first round may be resubmitted "without prejudice" when the next open enrollment is announced.

6. 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.
7. Within three months of the authorization announcement, the first stage of the process, a New Mexico ACD Resource Team will provide a two-day on-site visit. (See **Appendix C** for a chart of the complete ACD Start Up process).

## Other ACD Resources to Explore

- To review some of these reports in depth “*google*” the Social Impact of the Arts Project (SIAP) whose publications include:
  - “From Creative Economy to Creative Society,” “Cultivating ‘Natural’
  - ‘Cultural Districts,’” “Arts, Anchored Redevelopment.”
- Two studies of particular significance for measuring performance and distinguishing defining characteristics and differences between the creative economy and the cultural economy;
  - “The Creative Economy, A New Definition,” (DeNatale, Wassal, 2007)
  - “Defining the Creative Economy: Industry and Occupational Approaches,” (Markusen, Wassal, De Natale, Cohen, 2008),
- Towson University completed its research through its Regional, Economic Studies Institute in 2011 for Maryland’s Arts and Entertainment Districts examining impacts on wages, employment, property tax revenues and fiscal impacts on local governments in their 18 designated districts.
- There are two studies by the UNM Bureau of Business and Economic Research (BBER) on the impact of the Arts in Santa Fe and Albuquerque.
- *MainStreet Now; the Journal of the National Trust Main Street Center* devoted its March / April 2012 issue to Arts and Cultural Districts.
- *The Creative Community Builder’s Handbook, How to Transform Community Using Local Assets, Arts and Culture* (Borrupt, 2006)

## APPENDIX A

### **Guidelines on Delineating the New Mexico Arts and Cultural District Boundary**

- The district size is one that can be managed and enhanced with available funding and resources, and is the area of focus for new projects and future funding requests.
- The majority of the arts and cultural assets (historic buildings, art centers/galleries, performance venues, creative class entrepreneurs, significant cultural features, restaurants/lodging, etc.) are contained within the district boundaries.
- The majority of buildings within the district boundary are dedicated to the creative and/or cultural economy.
- Has a critical mass of buildings and arts and cultural related businesses (or “there-there”), related to a destination or center, and a distinct district edge.
- The district is a compact and walkable area, generally a 1/4 mile radius, which creates a 5 minute “ped-shed,” walking distance.
- The facilities and venues of partnering organizations may be included within the district provided the partner is committing resources (funding, staffing, etc.) which enhance the district’s vitality and financial sustainability.

## APPENDIX B

### Cultural Compounds and Institutions

The Arts and Cultural District program was established by the New Mexico Legislature and Governor Richardson by state statute in 2007 and amended in 2010. The purpose of the program is to position New Mexico's cultural and historic assets utilizing place-based economic development strategies to enhance the experience of those assets remaining competitive within the regional market.

There are three facets in the strategy; the conservation, preservation and interpretation of artistic, cultural, and historic assets of place through its cultural institutions and expressive arts (the cultural economy); the support of local artists, artisans, cultural entrepreneurs who make a place vibrant and vital (the creative economy), and the important amenities that visitors seek rounding out an experience of place (lodging, dining, and entertainment).

For the state of New Mexico, tourism is the second largest net revenue stream sustaining local and state economies. Within the broader tourism market "cultural and heritage tourists are known to have more disposable income, more likely to stay in a place longer exploring an area's unique character and; return more often to continue those explorations.

However, cultural and heritage tourists demand more of a place. They seek authenticity and unique character. Cultural and heritage tourists want to have a total experience of a place. They will often link their stay to experiential activities whether that be recreational adventure in a natural environment or hands on, such as part of an archaeological dig, classes in the arts and architecture, culinary lessons in regional foods or involvement in the healing arts.

To grow the New Mexico Arts and Cultural District Program a second area of authorization for cultural compounds of the state and cultural institutions has been created for authorization. Many of these cultural compounds and institutions lie outside of an authorized Arts and Cultural District yet are inextricably linked to the cultural and creative economies of New Mexico and are part of the experience sought after by the cultural and heritage tourist.

Many of these cultural compounds and institutions do not have the amenities, especially fine dining and historic lodging which the cultural and heritage tourist seeks. Through partnering arts and cultural districts, compounds and institutions the total experience is enhanced for this market segment of tourists.

The state statute defines Cultural Compounds and Institutions as follows:

*"cultural compound" means, a cohesive group of historic buildings and or cultural facilities owned publicly or privately, which contribute to the understanding of a community or region's culture and heritage.*

*"cultural institution" means, a publicly or privately owned facility accessible by the public, which provides opportunities for expressing, interpreting, conserving or preserving the culture and heritage of a community or region.*

## **Arts and Cultural Compound or Institution Steering Committee Criteria**

To apply for Authorization by the New Mexico Arts Commission, the applicant must provide the following to the New Mexico Arts and Cultural District Coordinator for review and recommendation to the Authorizing body.

1. The state authorized Arts and Cultural Compound or Institution shall form an officially appointed or elected Steering Committee to guide the work of the Arts and Cultural Compound or Institution.
  - a. The Arts and Cultural Compound or Institution Steering Committee may be the Compound or Institution's board of trustees or a sub-committee thereof, empowered to make decisions based on the status of the Arts and Cultural authorization.
  - b. The Arts and Cultural Compound or Institution Steering Committee shall have a Chair who will be the main point of contact for all Arts and Cultural Compound or Institution communications with the New Mexico Arts and Cultural District Coordinator and shall be responsible for required reporting to the New Mexico Arts Commission to maintain its 'authorized' status.
  - c. The Arts and Cultural District Compound or Institution Steering Committee shall coordinate all work with that Compound or Institution's staff ensuring all work of the Steering Committee is coordinated and in compliance with other activities, events, strategies and policies of the authorized Compound or Institution.
2. The Chair of the Steering Committee, or a staff person specifically dedicated to the work of the Arts and Cultural Compound or Institution, shall attend all official meetings established by the New Mexico Arts and Cultural District Coordinator of authorized Arts and Cultural Districts, Compounds or Institutions.

### **Historic and Cultural Preservation, Conservation and Interpretation**

1. Applicant Compounds and Institutions must submit an official policy of the Compound or Institution's board of Trustees, which demonstrates the Compound or Institution's organizational policy in accordance with its mission on conservation, preservation and interpretation of the history, the arts, culture and heritage.
2. Compounds applying must be, at minimum, listed on the *State Register of Cultural Properties* or designated a contributing building or cultural property within an historic district. It is recommended such cultural properties also be on the *National Register of Historic Places*.
3. Institutions applying and utilizing a cultural or historic property for its purposes must, at minimum, be on the *State's Register of Cultural Properties*. It is recommended such cultural properties also be on the *National Register of Historic Places*.

4. Compounds and Institutions applying for state authorization must have a regular schedule for admittance by the public.
5. Compounds and Institutions applying for state authorization must submit their cultural plan for interpreting its cultural and historic assets and resources to the public.

### **Branding, Marketing and Promotion**

1. The Authorized Arts and Cultural District Compound or Institution will utilize the official “New Mexico Arts and Cultural District Identity Standards: A Blueprint for Effectively Branding Your Community Arts and Cultural District” Manual (rvsd. 2008) to guide the use of the state brand.
  - a. Will utilize the state brand in its promotional materials (brochures, web sites, banners, and other marketing media).
  - b. Will create signage identifying the property as a cultural compound or institution appropriate to the authorization
2. Will cross-market and promote the other Arts and Cultural Districts, Compounds and Institutions within the state of New Mexico.
3. Will direct its visitors to other state Authorized Districts who have lodging facilities, restaurants and other arts and cultural businesses within the state of New Mexico’s Arts and Cultural District program.