



## **New Mexico Arts and Cultural Districts Self-Designating Communities**

### **Legislative Intent**

In 2007, the New Mexico State Legislature created enabling legislation for the “designation” and “authorization of Arts and Cultural Districts in the State of New Mexico. The legislation recognized the internal capacity of larger municipalities with population over 50,000 to “designate their own districts.

Larger communities employ urban planners, economic and community development specialists and have public arts and cultural departments or divisions within municipal government. Within the private sector, there are professionals in the fields of planning, architecture, design, marketing and promotion, the arts, historic preservation and other cultural enterprises and institutions.

Additionally, larger cities generally provide for a portion of their gross receipts taxes as well as Lodgers Taxes to support and enhance the local cultural economy.

Smaller communities usually do not have access to such resources and technical assistance. The “authorized” process was established to create a start up period for smaller communities with the assistance of collaborating state Divisions, Agencies and Institution.

However, for self-designating communities there is great value in being part of a larger branded effort in marketing to cultural and heritage tourists. For the state of New Mexico, there is value in marketing and promoting a network of diverse Arts and Cultural

Districts through promotion of a strong common brand for both self-designated and authorized Arts and Cultural Districts.

Criteria for self-designated communities to become authorized by the state follow below.

### **Legislation (excerpts on Municipal Designation)**

*Section 4. B. A municipality designated arts and cultural district may be created by the municipality with a population greater than fifty thousand in which the proposed arts and cultural district will be located if the [proposed district meets the criteria set forth in Subsection C. of this section.*

*Section 4. C. An Arts and Cultural District shall:*

- (1) be in a geographically contiguous area that ranges in size from a portion of a municipality to a regional district with a special coherence;*
- (2) be distinguished by physical and cultural resources that play a vital role in the life and development, including economic and cultural development, of a community;*
- (3) focus on a cultural compound, a major art institution, art and entertainment businesses, an area with arts and cultural activities or cultural or artisan production; and*
- (4) be engaged in promotion, preservation and educational aspects of the arts and culture of that locale and contribute to the public through interpretive, educational and recreational uses.*

*Section 6. Municipally Authorized Districts. - -*

*Municipalities with a population greater than fifty thousand that choose to authorize their own districts shall pass a local ordinance stating minimum requirements for establishing the arts and cultural district, and any municipally authorized arts and cultural district shall meet the criteria contained in Subsection C of Section 4 of the Arts and Cultural District Act.*

### **Policy for State Authorization for Self-Designating Communities**

A self-designated district may apply through the State Arts and Cultural District Coordinator to the New Mexico Arts Commission for state “authorized” status if it has accomplished the following:

1. Complied with the state’s enabling legislation for Arts and Cultural Districts as defined and described in the enabling legislation,
2. Utilizing the same application provided to communities fewer than 50,000 in population answer fully all the questions pertaining to their proposed state “authorized” Arts and Cultural District.

3. Prior to applying have completed the structural development of the Steering Committee and hiring of a Coordinator, documents (District Cultural Plan and Master Plans), official adoptions, resolutions and ordinances pertaining to all Arts and Cultural Districts under 50,000 in population:
  - a. Create a local Steering Committee comprised of partners from Arts and Cultural; organizations and institutions within the proposed district to plan, coordinate and orchestrate the projects, activities, development and implementation and financing of the Council and the district's activities.
  - b. Municipally adopt an ordinance dedicating the purposes and boundaries of your Arts and Cultural District.
  - c. Based on the work of your Arts and Cultural District Steering Committee, complete a downtown Arts and Cultural District Master Plan inclusive of a downtown/commercial corridor Arts and Cultural District Cultural Plan or revise an existing downtown Master Plan with the same components, incorporating planning and design, project and programmatic priorities for the District over the next five years.
  - d. Establish clear goals, benchmarks and performance measures for the Steering Committee and the Arts and Cultural District for each of the first two years of authorization and report progress in achieving said goals, benchmarks and performance measures to the State Coordinator of Arts and Cultural Districts and the New Mexico Arts Commission at their January Quarterly meeting.
  - e. Agree to use the state Arts and Cultural District logo, branding and related protocols as the district's primary marketing image for the ACD based on the state adopted "New Mexico Arts and Cultural District Identity Standards Manual: A Blueprint for Effectively Branding Your Community Arts and Cultural District."
  - f. Agree that failure to perform as part of a state authorized network of Arts and Cultural Districts, the New Mexico Arts Commission deems the District no longer viable or that the Council is under-performing related to is authorization, the Commission may remove such authorization.

### **Benefits to Self-Designated Communities through State Authorization**

1. Access for use of State authorized Arts and Cultural District logo and branding.
2. Inclusion in statewide and out-of-state marketing and promotional campaigns.
3. Networking opportunities with other state authorized Arts and Cultural Districts.
4. Access to the application process to the Arts and Cultural District Fund through the Department of Cultural Affairs, when available.