



## **Arts & Cultural Compounds and Institutions**

The Arts & 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 & 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 & 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 & Cultural Compound or Institution Coordinating Council**

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

1. The state authorized Arts & Cultural Compound or Institution shall form an officially appointed or elected Coordinating Council to (Council) guide the work of the Arts & Cultural Compound or Institution.
  - a. The Arts & Cultural Compound or Institution Council may be the Compound or Institution’s board or a sub-committee thereof, empowered to make decisions based on the status of the Arts and Cultural authorization.
  - b. The Arts & Cultural Compound or Institution Council shall have a Chair who will be the main point of contact for all Arts and Cultural Compound or Institution communications with the ACD Coordinator and shall be responsible for required reporting to the New Mexico Arts Commission to maintain its ‘authorized’ status.
  - c. The Arts & Cultural District Compound or Institution Council shall coordinate all work with that Compound or Institution’s staff ensuring all work of the Council is coordinated and in accordance with other activities, events, strategies and policies of the authorized Compound or Institution.
2. The Chair of the Council, or a staff person specifically dedicated to the work of the Arts & Cultural Compound or Institution, shall attend all official meetings established by the ACD Coordinator of authorized Arts & 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, 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, on the *State Register of Cultural Properties* or a designated a contributing building or cultural property within an historic district. It is recommended such cultural properties also be on the *National Registry of Historic Places*.
3. Institutions applying, 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 & 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 & 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 & 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 & Cultural District program.