

## **Coalition of New Mexico MainStreet Communities**

### **Arts and Cultural District Program FY09**

Legislative Expansion Request; \$250,000

Recurring to MainStreet contract operations budget

**To provide the New Mexico MainStreet Program of the Economic Development Department funding to develop Arts and Culture District designations for New Mexico in 2 communities per year, establish a development and implementation plan for each community, and make recommendations for potential incentives to stimulate private and public sector investment.**

- Arts & Culture are financial mainstays within most New Mexico local economies and for the State
- Arts & Culture provide sustainable jobs for many of the state's citizens
- Arts & Cultural products and activities celebrate and educate our citizens, visitors and tourists about our states rich and diverse cultures and peoples
- Arts and Culture along with civic and business activities are part of the synergy necessary for a healthy commercial center in New Mexico's communities
- Arts & Culture are often the backbone of rural economic health
- This legislation provides for formal recognition of an under-utilized and under-developed market force and potential economic engine
- Develop 4 more Arts and Cultural District community economic development projects
  - o Utilize MainStreet professional staff for
    - planning, financial development and implementation support
  - o Technical Assistance from NM Arts/DCA for Cultural Planning
  - o Marketing and Promotion development from Tourism Department
  - o Historic building and cultural property support from Historic Preservation Division/DCA
- Designation by municipalities of an Arts & Culture District would add a new tool to the Community Economic Development Tool Box of BIDs, MRAs, LEDA, Tifs and TIDDs, and other technical and financial incentive programs to grow local and statewide economies
- Arts and Cultural District designation would be integrated into an ongoing comprehensive approach to town and village center revitalization and redevelopment efforts
- Selection of communities would be through a proposal and evaluation process by State Arts and Cultural District Council and the state Coordinator for Arts and Cultural Districts with final "State Authorization" by the New Mexico Arts Commission

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- Existing Pilot State Authorized Communities: Las Vegas, Silver City
- Communities working on Self- Designation who want to become State Authorized: Albuquerque (Downtown), Las Cruces (downtown), Santa Fe (Historic Rail Yard)
- Additional communities inquiring for support and technical assistance to develop a State Authorized District: Acoma Pueblo, City of Albuquerque, Clovis, Farmington, Hobbs Arts Council, Downtown Las Cruces, Los Alamos, Pojoaque Pueblo, Portales, Raton, Roswell, Ruidoso, Rio Arriba Arts Council, City of Santa Fe, Santa Fe County (Madrid and Galisteo), Tucumcari, Tularosa, Zuni Pueblo

11-13-08

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