BUILDING AN ARTS & CULTURAL MOVEMENT
PARTNER DIALOGUE AND FEEDBACK
ARTS & CULTURAL ECONOMY IMPACT*

- **76,000+** employed in cultural tourism, arts & culture education and related industries (> construction and manufacturing combined)

- **A higher percentage** of New Mexicans employed as professional artists, artisans and in galleries/museums and related industries, compared with other states. **One out of every 18 jobs** in NM in arts & cultural industries.

- Arts & Cultural industries generate **$137 Million in state/local revenues**

- **$137 Billion in wages paid**, more than hotels restaurants, ”roughly” equal to extraction industry.

*Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico. UNM Bureau of Business and Economic Research, 2014.*
BBER RECOMMENDATIONS

1. Establish a Business Development Center for Creative Enterprises
2. Establish a statewide web platform for statewide networking of creative professionals
3. Promote enforcement of the Native Arts & Craft Act
4. Emphasize community cultural capacity narratives over individual and global narratives
5. Connect creatives to broader markets and opportunities for engagement
6. Administration of the Fine Arts Education Act
7. Develop technology for audience engagement in business development
8. Promote the state’s creative industries clusters
9. Refashion state marketing campaigns to support creative industries
NMMS CREATIVE ECONOMY GOALS

• **Attract** public and private **investment** into local economies (policy and practice)

• **Invest in creative industries** and enterprises to grow small business and local entrepreneurial activity (including LEDA)

• Build up tourism, cultural facilities and enterprises and entrepreneurs, via **technical assistance, tools and funding** for partners who want to support, cultivate local entrepreneurs

• Build **partnerships** to encourage the creative and entrepreneurial economy in communities

• **Build the network**, elevate the discussion, establish infrastructure for creative programming, **engage political leadership**
1. **District Snapshot: What’s Happening?**
   - Increase/decreases in # of Arts & Cultural Businesses (list)
   - Physical Improvements in the district

2. **What are you doing?**
   - List key projects from cultural (or other) plans
   - Performances/events/promotions produced
   - Efforts to assist local A/C entrepreneurs
   - Creative Industries targeted
   - Historic/cultural properties worked on
   - Connect utilization of incentives (historic tax credits, etc.)

3. **What resources are applied?**
   - Grants, gov’t funds, partnerships, volunteer hours, media hits
ORGANIZING STRUCTURES

• **Collaboration** just means working together (info sharing, program coordination, joint planning); limited interaction, achieve a mutually beneficial goal.

• Formed for a specific, common goal, a **Coalition** involves a group of organizations that get together, share responsibilities, bring broader attention and action to a large goal and may disband after achieving their goal.

• A **Network** is a set of organizations with diverse relationships, strengths of relationships and trust between them. May have a dedicated organizational infrastructure. Collaborations and coalitions happen in larger networks.
STAKEHOLDER FEEDBACK

Assessing Interest:

What is your interest in actively participating in network building to enhance supports for arts & cultural entrepreneurs, growing the arts & cultural economy/creative movement and mobilizing to engaging local/statewide leadership for stronger investment?
STAKEHOLDER FEEDBACK

Identifying Key Elements – What’s Needed?

• Organizational infrastructure coordination and management?
• Training & education?
• Communications?
• Data collection/sharing?
• Performance indicators?
• Policy/advocacy, mobilizing?
STAKEHOLDER FEEDBACK

Supporting local Arts & Cultural Entrepreneurs:

What do you need to better support local arts & cultural entrepreneurs?

• Tools?
• Training / Technical Assistance?
• Incentives / Funding?
• Other Resources?