ACD START UP PERFORMANCE BENCHMARKS

FIRST PHASE: 12 to 18 Months

Organizational

1. Confirmation of ACD boundaries.
2. Development of a broad-based, comprised of a variety of arts and cultural stakeholder groups.
4. Completion of ACD Start Up trainings/coaching modules (See NMMS ACD Assistance Matrix) provided by NMMS/NMArts/HPD focused on assisting Arts and Cultural Entrepreneurs, cultivating and supporting Creative Industries, stewardship of historic buildings and cultural properties, including prevention of historic building demolition/substantial alteration and historic tax credits.
   a. The initial vision statement should encompass the district’s current and future cultural and creative economic potential.
6. Based on the vision statement for the district develop a minimum of one Creative Economy Transformation Strategy’s (Goals).
   a. Includes the creation of annual work plan and project implementation plans.
      i. *For joint MainStreet/ACD organizations integrate ACD goals and priorities with annual MainStreet Work Plan.
   b. Implementation and completion of two (2) to four (4) small incremental projects based on initial Transformation Strategies/Goals.

Financial

1. Development of operational budget and fundraising plan.
   a. *For joint MainStreet/ACD organizations integrate ACD budget and fundraising strategies into MainStreet Budget/Fundraising Plan.
2. Initiation of fund-raising for operations and ACD projects.
3. Have sufficient cash on-hand or signed pledges to support funding of a paid staff
person (or increased/sufficient funding for MainStreet Executive Director if serving as
coordinator) at the end of the 12 - 18-month Startup period.

SECOND PHASE: 6 to 12 Months

District/Organizational Planning

1. Development and adoption of a Cultural Economic Development Plan for the district. The MRA plan may substitute, if includes ACD elements. Must be renewed at least every 10 years.
   a. Cultural Plan should include: assets inventory, market analysis, catalytic
      projects, and goals, strategies, and tasks.
   b. If needed, includes the adoption or revision of a Metropolitan Redevelopment
      Plan.

Image Development (Following completion of Cultural Economic Development Plan)

1. Development of ACD branding and marketing campaign and implementation
   strategies.
2. Identification, Development, and implementation of Signature Event (At least 12
   months from concept to implementation).

ONGOING:

1. ACD Staff attendance of Semi-annual ACD meetings at the Winter Conference and
   Summer Institute. They must attend the 2 NMMS sessions each year, and attend the
   entire conference.
2. Demonstration of progress toward Transformation Strategy goal and objectives.
   a. Requires an annual review. Annual work plan.
4. Annual review integrated with the NMMS review.
5. Based on the Cultural Economic Development Plan, establish ACD Vision Statement
   and Creative Economy Transformation Strategy/s (Goals).
   a. One CE ETS for joint MS/ACD Programs.
   b. Two CE ETS’s and a capacity-building strategy for standalone ACD’s.
6. Maintaining ACD branding and marketing campaign and implementation strategies,
   including some dedicated information on their website about the ACD designation and
   their work.
7. Implementation of Signature Event (need to define what is the intent of it, what qualifies with respect to "implementation" and expectations about "unique to the culture of the community").

8. Cultural plan updated at least every 10 years

9. Exhibit a historic preservation ethic. This includes:
   a. The prevention of demolition or substantial architectural alterations to a significant, historic, or traditional building in the District;
   b. Providing assistance to property owner(s) in utilizing historic tax credits.

6/10/2020