

Economic Transformation Through Design, Arts and Culture

**Elmo Baca, Owner, Indigo Theater
Las Vegas New Mexico**



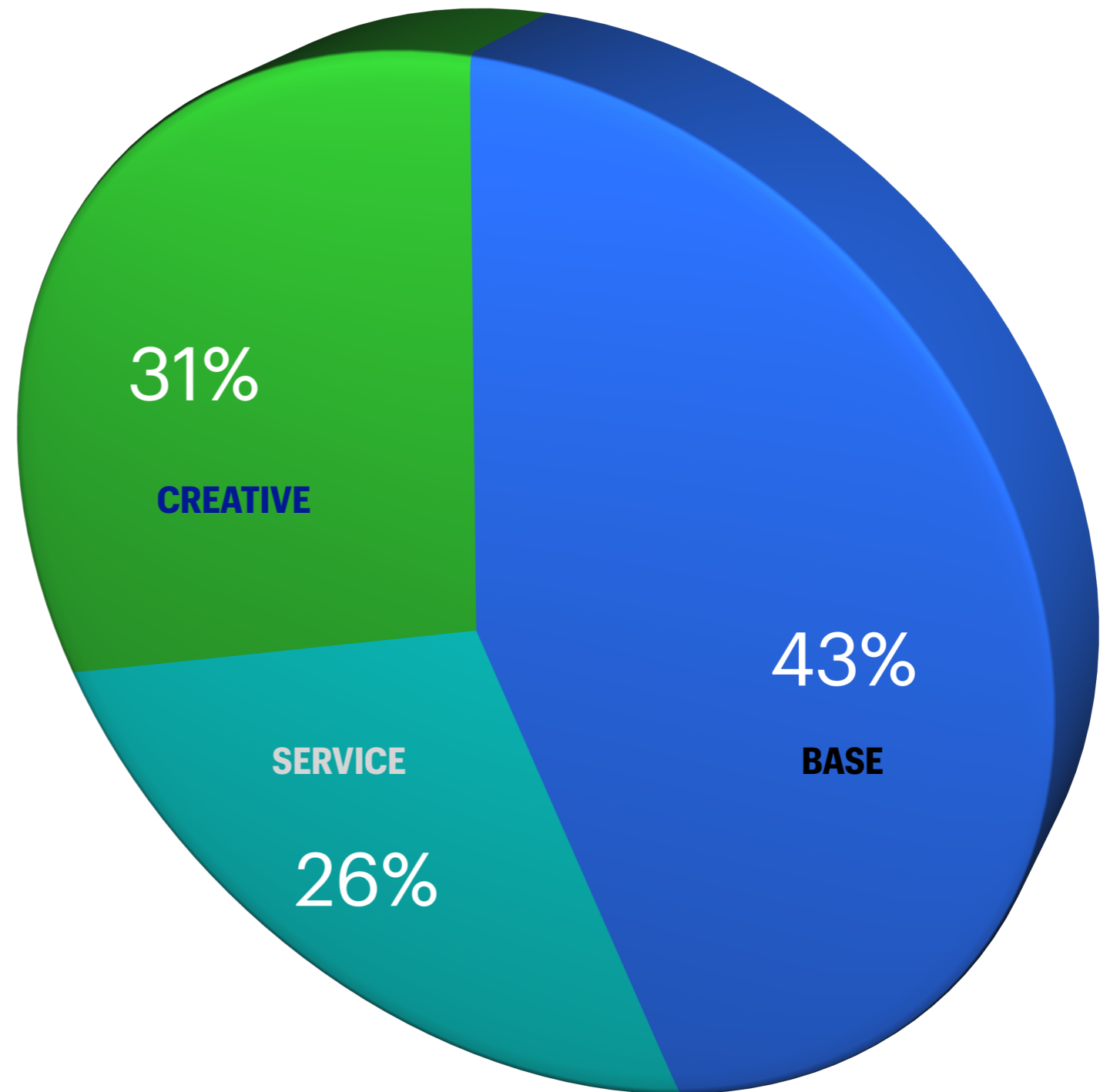
THE MAIN STREET APPROACH

FOR DOWNTOWN REVITALIZATION

- **The 4 Points - Organization, Design, Promotion and Economic Restructuring**
- **Organization - A strong working board, committees, stakeholders**
- **Design - Look for “design” people: artists, architects, graphic designers, etc.**
- **Promotion - Events planners, impresarios, showmanship**
- **Economic Restructuring - business types, industry, government, finance**
- **Meetings vs. Zoom?**

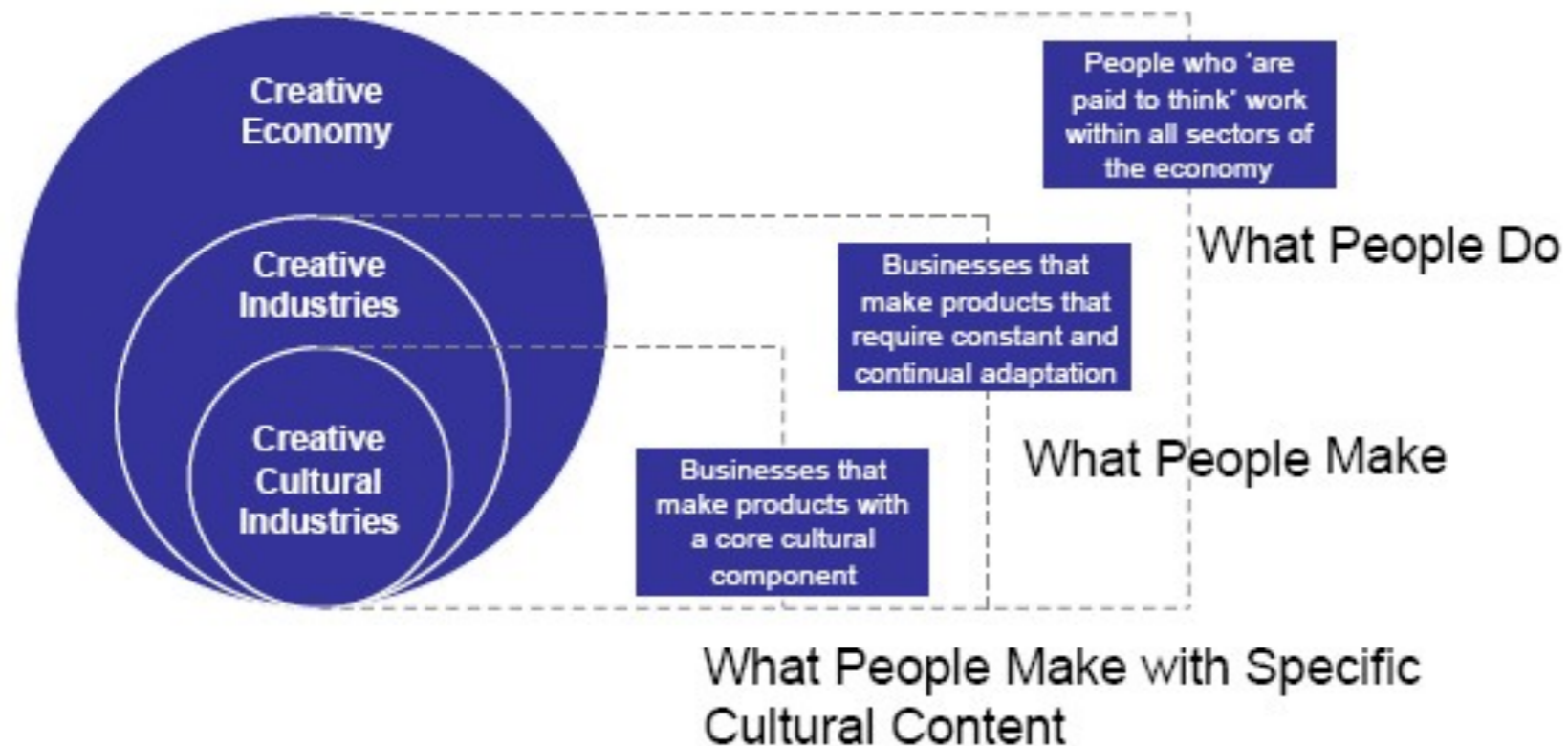
THE BIG PICTURE OF LOCAL ECONOMIES

- **Base Economy - “Base Jobs”**
Agriculture, Manufacturing,
Mining, Transportation,
Government, Education, Health
Care, Construction, etc.
- **Service Economy - Hotels and
Restaurants, Retail, Apparel,
Repair and Maintenance, Tourism**
- **Creative Economy - Arts, Design,
Music, Journalism, Cuisine,
Internet, Computers and
Software, Healing and Wellness**



KNOW YOUR ECONOMY

RISE OF THE CREATIVE ECONOMY



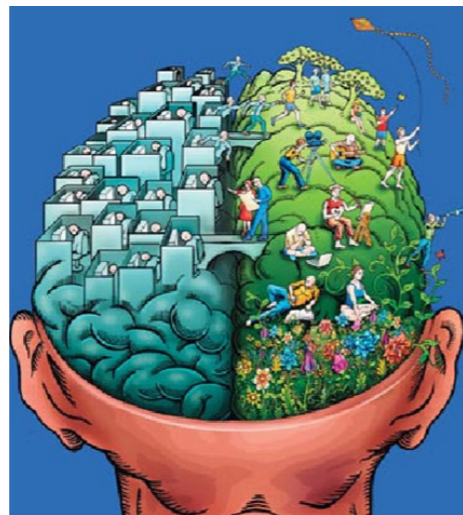
- **The Creative Economy was facilitated by emergence of the World Wide Web into the public domain in 1993-94**
- **Smartphones first emerged in the 1990's but were not ubiquitous in business and popular usage until Blackberry phones "aka Crackberry" were the rage in 2006**

KNOWLEDGE WORKERS

A NEW ENTREPRENEUR

TECHNOLOGY FREED SOME WORKERS AND ENTREPRENEURS FROM OFFICES AND FROM "BRICKS AND MORTAR" LOCATIONS

KNOWLEDGE WORKERS ARE HIGHER INCOME EARNERS AND ATTRACTED TO PLACES WITH CULTURAL AMENITIES AND ACCESS TO OUTDOOR RECREATION



GLOBAL CREATIVITY

RICHARD FLORIDA

OPEN & EXCITING

WHERE BOHEMIANS (AND GAYS) LIVE!

PLACE WITH ENERGY!

THRIVING SCENE

DOING STUFF.

RECHARGE BATTERIES

OTHER MARKETS HAVE FIGURED IT OUT!

INDIA

CHINA

NEW ZEALAND

US DOMINANCE DEPENDENT UPON ABILITY TO ATTRACT & INSPIRE THE BEST TALENT FROM AROUND THE WORLD.

FOCUS ON MINDS.

NOT "BRAIN DRAIN" BUT "BRAIN CIRCULATION"

PRECIOUS GO WIFE!

BUT THAT IS CHANGING.

PEOPLE WHO AREN'T IN ARE PISSED!!

creative class

TECHNOLOGY

AESTHETIC

POLITICAL

SOCIAL

SCIENTISTS

TECHIES

ARTS + ENTERTAINMENT

ARCHITECTS + ENGINEERS

SOFTWARE DESIGNERS

ENTREPRENEURS

ALL CREATIVE PISTONS OF ECONOMIC DEVELOPMENT

LOW SKILL PEOPLE TURN INTO HIGH SKILL PEOPLE!

LESSON 4

LESSON 3

DON'T FOCUS ON ATTRACTING BUSINESS, BUT PEOPLE!

LOCAL EDUCATION

LOCAL SUCCESS

2004 \$55

2005 \$10

2006 \$10

THEO LUVS U!

LESSON 1

VALUE COMES FROM DESIGN.

LESSON 2

VALUE COMES FROM PEOPLE (the carriers of Creativity)

WELCOME TO SILICON VALLEY A.K.A. ANERDISTAN

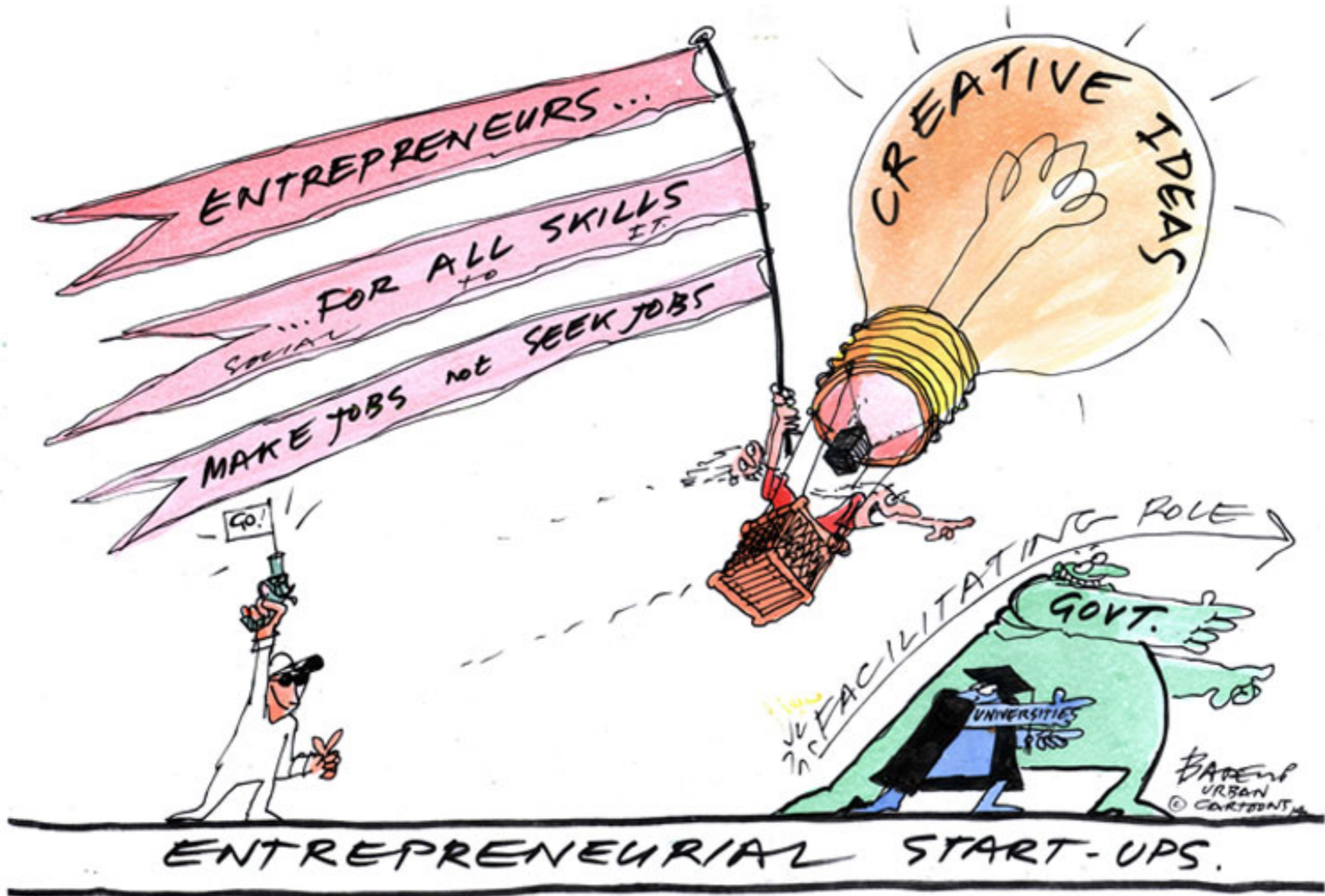
HEART OF OPEN CREATIVE ENVIRONMENT

PETER DURAND

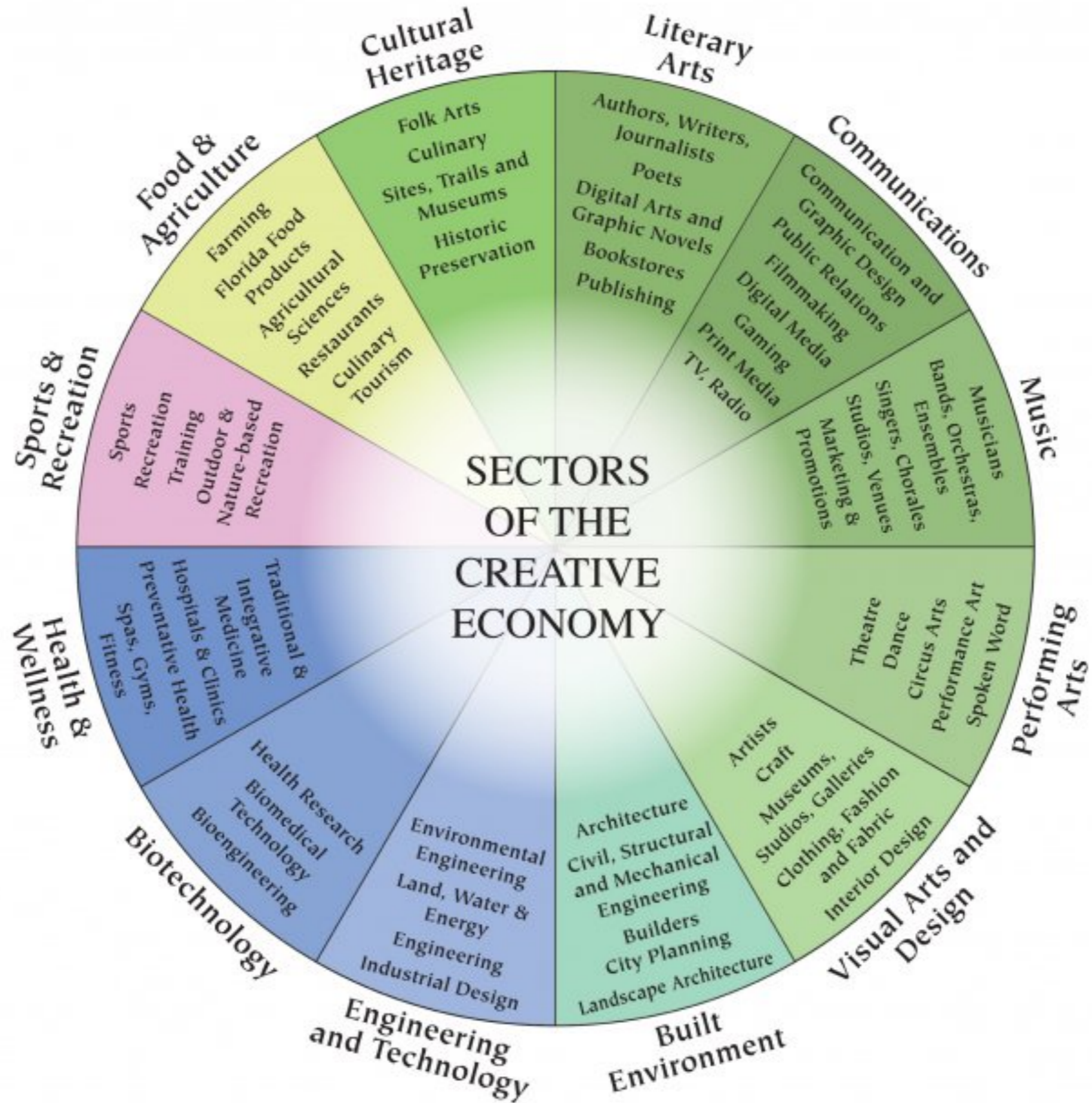
www.alpha.chi.mf.com

POP!TECH

OCT. 21, 2004



Small Business and Entrepreneurs



MAIN STREETS IN TRANSITION

EVER CHANGING DOWNTOWNS

- 1960s-1980s - Rapid growth of suburbs and shopping centers
- 1990s - Expansion and dominance of Wal-Mart and “Big Box” retailers
- 2000s - Present - Arts and Cultural districts and Placemaking
- 2000s - Present - Online retail, e.g. Ebay and Amazon
- 2010 - Present - Global warming/climate change beginning to affect migration patterns
- 2019 - Present - COVID Pandemic





NEW MEXICO ARTS AND CULTURAL DISTRICTS

- **IN 2006 NM EDD PASSES THE NEW MEXICO ARTS AND CULTURAL DISTRICTS ACT CREATING ARTS AND CULTURAL DISTRICTS**
- **THE STATE STATUTE DEFINES “CULTURAL FACILITIES” ELIGIBLE FOR LEDA FUNDING SUPPORT INCLUDING THEATERS, LIBRARIES, ART GALLERIES AND STUDIOS, SCHOOLS, AND LIVE WORK HOUSING**

MAIN STREET DE LAS VEGAS

ECONOMIC PERFORMANCE SINCE 2019

- 34 new businesses, 4 closings
- 69 building renovations
- Value of building renovations = \$6,178,636
- Number of public infrastructure projects = 15
- Value of Infrastructure projects = \$2,018,400
- Number of commercial buildings sold = 24
- Value of commercial buildings sold = \$5,485,00





Gross Kelly Mercantile Building, Las Vegas Railroad District

DESIGN IS A CATALYST FOR REVITALIZATION

VALUE COMES FROM DESIGN

AUTHENTIC PLACE MAKING

- Rise of the Internet, smart phones, and creative companies like Apple have “spoiled” the consumer and entrepreneurs
- High quality design is critical if your town will stay competitive and vibrant
- Building design, storefronts, interiors, signage, landscapes, public art, products work together to produce a certain “feel” or curb appeal



TOWARDS A PRESERVATION ETHIC

BUILDINGS TELL YOUR STORY

- **Certain buildings must be saved at all costs - “landmarks”**
- **Each town has a palette that makes it unique - materials, colors, styles, scale**
- **Certain economic conditions and incentives are favorable for historic preservation - pandemics, inflation and housing crisis**



HISTORIC PRESERVATION IS HOT!

EVERYONE CAN BE A HERO AND MAKE MONEY



N SERIES
QUEER EYE
more than a makeover



HISTORIC PRESERVATION AND DESIGN

A COMPLEMENTARY RELATIONSHIP



Stella's, Rear Facade



The Skillet, LV



Rehab Underway, Bridge Street



Fat Crow Press, Las Vegas





E. ROMERO FIRE STATION

FIRST FIRE STATION IN NEW MEXICO

- 9 year project, 6 funding phases totaling \$427,000
- Began with a \$2000 MainStreet facade squad in 2009
- MainStreet Capital Outlay award of \$75,000 in 2013
- MainStreet de LV and the City win a \$150,000 Partners in Progress award in national contest
- Now a fire department museum and city offices

CASTAÑEDA HOTEL

A GREAT HARVEY HOUSE RESTORED



- **\$5 million project utilized federal and state historic tax credits and New Market Tax Credits**

THE SKILLET

TACOS MEET MEOW WOLF

- Young local entrepreneurs with fine arts degrees convert historic trolley barn into new bar/restaurant
- New “cultural facility,” local hangout and tourist destination



A CASE STUDY LAS VEGAS, NM

INDIGO THEATER & STELLA'S

- Turning two historic landmark buildings into new cultural facilities
- Importance of historic preservation and design
- How business promotions can enliven a business district



BACA BUILDING AND ESTELLA'S CAFE AS THEY APPEARED IN 2014

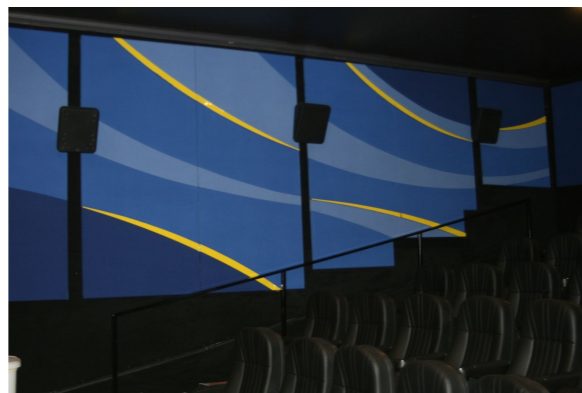


INDIGO THEATER

146 BRIDGE STREET
LAS VEGAS, NM

A BOUTIQUE CINEMA

- Opened December 2015
- New digital cinema with 51 seats
- Licensed as a first run commercial cinema
- New auditorium, concession stand, lighting, heating and cooling
- Closed during COVID pandemic for 56 weeks



STELLA'S CAFE

148 BRIDGE STREET
LAS VEGAS, NM



HISTORIC PRESERVATION & ADAPTIVE REUSE

- 3 year rehabilitation project by Frank and Jan Buerskens from Buffalo, NY
- Front facade reconstructed
- Structural steel installed throughout building
- New electrical, plumbing, and HVAC systems
- 2 apartments upstairs, storefront below



CULTURAL PROGRAMMING

SIGNATURE EVENTS & MERCHANT PROMOTIONS

- Signature events are district wide
- Make the most of venues and grow new ones
- Seek out and support cultural entrepreneurs
- Maximize cultural facilities
- Encourage merchants to promote
- Arts Crawls, First Fridays, Music al fresco



Food Truck Court



Buffalo Bar BBQ, Saloon, Dance Hall



Plaza Park



New Buffalo Hall

STELLA'S CAFE

DESIGN, MARKETING, & PROMOTION

- Coffee shop menu - pastries, sandwiches, soups, breakfast
- “Bohemian Chic” design
- Local artists on display
- Music “jam” sessions on Sunday afternoons
- Poetry slams and LV Literary Society



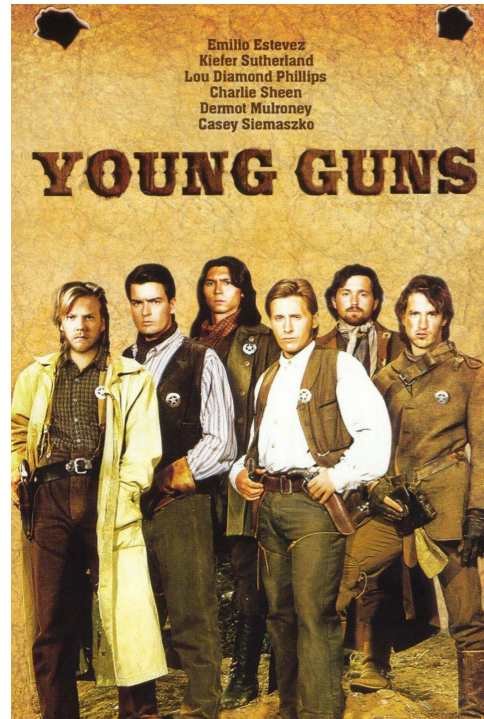
INDIGO PROMOTIONS

RECENT THEATER PROMOTIONS



BILLY THE KID SHOOTOUT
IN OLD LAS VEGAS, NEW MEXICO TERRITORY
MOVIES BOOKS FANDANGO
SEP 29TH TILL OCT 1ST
MOVIE SCREENINGS
· THE NEW KID ·
· THE OUTLAW ·
· YOUNG GUNS ·
· THE LEFT HANDED GUN ·
· THE KID ·
· BILLY THE KID ·
· PAT GARRETT ·
· AND BILLY THE KID ·
VENUES
INDIGO THEATER,
NMHU STUDENT CENTER,
LUNA COMMUNITY COLLEGE

SCREENING TIMES
12:30PM
3:30PM
7:30PM
BOOK SIGNINGS
10:30AM
FANDANGO
9:00PM
OCT 1ST
AT THE BUFFALO HALL



BILLY THE KID SHOOTOUT FESTIVAL, SEPT. 29-OCTOBER 1, 2022

INDIGO PROMOTIONS

PSYCHO - A GO GO



HALLOWEEN 2022

