

## NM Arts and Cultural Compound (A&CC) Cultural Economic Development Plan

Cultural planning is an engaging and rigorous process that connects arts and cultural resources to critical community development goals, and leads the way to developing creative and vital communities. Creative placemaking, creative economies, and development of a creative workforce are prominent elements of an A&CC Cultural Plan. An effective cultural plan provides powerful strategies for improving the livability of our communities. Not only does it address the needs of, and opportunities for artists, cultural institutions and community citizens; it easily integrates into relevant aspects of city planning, historic preservation, cultural tourism development, urban design and downtown revitalization.

The Arts and Cultural Compound Cultural Economic Development Plan is endorsed and adopted by local government, and is led by a steering committee of local stakeholders in the creative community that oversees and conducts the planning process. With assistance from a cultural planner consultant. The goal of the committee is to facilitate broad-based community participation to develop a cultural plan that is relevant, meaningful and realistic. The Cultural Economic Development Plan should comply with the Cultural Planning guidelines prepared by NM Arts and NM MainStreet, and can be found at this website page:  
[http://nmarts.org/assets/files/publications/ACD\\_CulPlnGd.pdf](http://nmarts.org/assets/files/publications/ACD_CulPlnGd.pdf)

A Cultural Economic Development Plan is a process designed to identify and build on the community's outstanding arts, cultural, natural and heritage assets. A cultural plan creates public consensus around a vision for how culture and creativity can contribute to community and quality of life. The process is designed to engage "voices" of the community to inform issues, balance leadership, help develop strategies, and build broad-based support for the Cultural Economic Development Plan.

### **Scope of Planning Services to be Performed**

The following tasks are identified as the Scope of Work that the planning consultant team will be requested to perform in preparing the Arts and Cultural Compound Cultural Economic Development Plan.

#### **Project Setup:**

- Establish Cultural Plan Committee
- Define roles, expectations, and communication protocols
- Identify Committee values for the cultural planning process
- Review Cultural Plan elements:
- Data Collection and Analysis of Prior Economic and Cultural Assessments
- Interviews and Focus Groups
- Creative Economy Analysis
- Cultural Asset Mapping
- Strategies for Cultural Development

#### **Existing Conditions/Asset Inventory**

##### **Review Background Materials:**

- Data Collection and Analysis of Prior Economic and Cultural Assessments:
- Gather all available reports, plans and analyses surrounding local economy, culture, and history
- Analyze and summarize the local Creative Economy:
- Analyze cultural and creative cluster employment and enterprises

- Assess linkages between arts & cultural sector and other sectors
- Cultural Asset Mapping that inventories arts and cultural assets including artists and craftsperson, funding institutions, educational centers, media, cultural entrepreneurs and other creative businesses
- Prepare an overview of the history and settlement of the community and identify key historical or cultural events or populations that can serve as contributing to a place-based identity for the Compound.

### **The A&C Compound Vision and Cultural Economic Development Plan**

The Arts and Cultural Compound Economic Development Plan is conducted with the intensity of a comprehensive Cultural Plan but focuses on goals to revitalize or develop within a geographical boundary or designated downtown area. A successful cultural plan communicates a clear and meaningful mission, involves cooperative and committed partners, provides opportunities for broad-based community input, and recommends strategies that will contribute to the vitality of the community. The plan focuses on how arts and cultural resources will be mobilized to help a community achieve civic goals. There is an emphasis on identity, creative placemaking, community pride and cultural heritage. The work involved in implementing a cultural plan presents a strong case for why it is important to develop a plan that is based on realistic goals. Implementation requires leadership, well connected civic and public partnerships, and a collaborative spirit among cultural organizations and community partners. Through the community participation process, create a vision for the Compound that reflects its historical context and present opportunities and assets to serve as an aspiration for the community's future.

#### Developing the Cultural Plan:

- Goals, Strategies and Tasks Development:
- Summarize issues and needs identified
- Craft preliminary goals and strategies that address identified issues
- Integrates the preservation and conservation of existing historic buildings and cultural properties into the planning and design of the Compound. Contact and coordinate with NM Historic Preservation Division (HPD) staff for information related to historic buildings and Compounds.
- Evaluates transportation/transit, traffic, and pedestrian issues related to the proposed improvements in the area creating a walkable pedestrian-friendly environment through pedestrian enhancements and traffic calming measures. Contact and coordinate with NM Department of Transportation (NMDOT) District Engineer Office and the NMDOT Planning/CSS Division staff for existing information and proposed projects in the town.
  - Identifies priority catalytic projects that will stimulate revitalization efforts and attract private sector reinvestment into the downtown. Projects should include increasing the creative economy job creation, economic revitalization, placemaking, and serve to support and enhance its authentic and unique sense of place.

### **Implementation Strategies/Priorities**

A prioritized and phased Implementation Plan will be developed consisting of arts and cultural revitalization projects and strategies that the A&CC board and the city can follow for the successful implementation of the Plan and the long term sustainability of the Compound. Priority catalytic projects will range from small projects that can be implemented through partnerships with the city and the community's A&CC board using local volunteers and staff, to larger projects that may require Capital Outlay, Legislative and/or Federal funding. Project priorities will be determined through a community-based prioritization process. Projects will have specific funding sources identified to do each project.

### **Funding Sources**

The consultant will identify funding sources applicable to the Compound and community to implement the plan including but not limited to a BID, CDBG, TIDD, LEDA, Lodgers Tax, and other state and federal sources of funding. The narrative will be based on an evaluation of the municipality's financial capacity and the best financial tool(s) to accomplish priority projects within the A&CC Cultural Economic Development Plan.

### **Community Participation Process**

The consultant will prepare the Plan through an intensive community process that will include at a minimum the following steps:

#### **Public Input:**

- Organize and conduct regular meetings with a Steering Committee
- Conduct a first round of interviews and focus groups
- Develop question/survey to gain input on critical cultural needs and issues, cultural development, decision-making, and public involvement.
- Determine who will be interviewed (minimum 5-10 key leaders and stakeholders, plus focus groups).
- Conduct a widely advertised community meeting to discuss the draft Plan and provide an opportunity for input and revisions.
- Conduct a second round of interviews to gather input about creative economy issues
- Compile and summarize notes from meetings and interviews

### **A&CC Cultural Economic Development Plan**

Prepare a draft A&CC Cultural Economic Development Plan, and present that Plan to the Steering Committee and participants from the community workshop. Provide an opportunity for review and provide comment of the draft Plan to New Mexico Arts, New Mexico MainStreet, NM Historic Preservation Division and NMDOT staff prior to any official action.

Present the Final Plan to the Steering Committee, participants from the public workshop, and city officials.

Revise the final Plan as required by NM Arts and NM MainStreet, other state and local agencies, and the city after their review of the final Plan. The final A&CD Cultural Economic Development Plan be adopted by resolution by the City Council. The adopting resolution is available from NM MainStreet.

The A&CC Cultural Economic Development Plan should also be adopted as an amendment to the City's local LEDA ordinance, including the addition of Cultural Facilities to the definitions section of the local LEDA ordinance, for purposes of allowing public/private partnerships for implementation of the Plan.

Deliver 25 final color hardcopy Plans to the community, with and all digital text and mapping files in MS Word and ESRI ArcView formats. Also provide two color hardcopies and files of the Plan in the same formats to New Mexico MainStreet.