



NEW MEXICO

DEPARTMENT OF CULTURAL AFFAIRS

Economic and Rural Development Committee
NOVEMBER 12, 2015





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The Department of Cultural Affairs is New Mexico's cultural steward—charged with preserving and showcasing the state's cultural riches.

With its eight museums, eight historic sites, arts, historic preservation, archaeology and library programs, New Mexico's Department of Cultural Affairs is among the most ambitious and respected state cultural agencies in the nation. Together, the facilities, programs and services of the department see over 1.2 million visitors annually and help support a \$5.6 billion cultural industry in New Mexico.

The Department is divided into five programs and consists of 15 divisions. DCA owns and cares for 191 buildings with facilities on 16 campuses located throughout the state, and with programs and services reaching every county in New Mexico.

The Department's annual budget is approximately \$42.4 million, of which \$30.7 million is General Fund.

ART AND CULTURAL INDUSTRIES

Pump **\$5.6 billion**
Into NM's Economy

Support **76,758 jobs**
1 in 10 Jobs Statewide

Impact **\$2.3 billion**
In Salaries

**And educate our kids
to compete in the 21st century.**



The 2015 International Folk Art Market had approximately 20,000 visitors during a single weekend and an estimated \$11.3 million in economic impact to the state.

**25 PERCENT OF
TOURISM IN
NEW MEXICO
IS A RESULT
OF CULTURAL
AND HERITAGE
ACTIVITIES.**

ECONOMIC IMPACT OF ARTS AND CULTURAL INDUSTRY IN NEW MEXICO

A recent study commissioned by DCA and conducted by UNM's Bureau of Business and Economic Research (BBER) was released, which found that the cultural industry in New Mexico has a \$5.6 billion impact to the state's economy.

The study found that cultural tourists spend 36% more than average tourists and travel longer, with a higher percentage using hotels, motels or B&Bs, contributing more to lodgers tax than other tourists.

Photo by Denise Womack-Avila @santafesweets



Each year, Lincoln Historic Site brings more than 30,000 people to rural southeast New Mexico.



Preserving Our Past, Investing in Our Future

The Historic Preservation Division awarded 16 grants totaling \$304,625. This state funding spurred communities to invest another \$735,375 in heritage preservation for a total of \$1.1 million.



Building Creative Communities

New Mexico Arts and the Historic Preservation Division, in collaboration with the EDD's MainStreet program recently hosted the second "Building Creative Communities Conference" in Santa Fe. The event included participants from across New Mexico, fostering collaborative efforts that integrate commercial district revitalization, arts, tourism, and preservation.



State Library Picks Up STEAM

The New Mexico State Library has partnered with a number of organizations to create the innovative Makerstate Initiative, engaging public libraries across New Mexico. The goal of the program is to excite New Mexico communities about science, technology, engineering, art, and math (STEAM) to prepare children, minorities, women, and under-represented populations for the technological fields of the future.



The Museum of Space History hosts Fourth of July fireworks in Alamogordo, among the largest celebrations in the state.



Public Art Strengthens Communities

In addition to bringing new energy to communities—along with new visitors—Public Art projects greatly improve the overall economic health of those communities in which they are situated. DCA research shows that on average, artists spend about one third of the project budget in the local community where the artwork is installed.



Palace of the Governors Designated a National Treasure

In January 2015 the Palace of the Governors was named a “National Historic Treasure” by the National Trust for Historic Preservation. The Palace is the 55th designee to receive this honor. The Palace is the oldest occupied government building in the United States, and is a true testament to New Mexico’s deep cultural roots.



Old Albuquerque High School sat vacant for several decades and faced demolition when developer Rob Dixon contacted the city and DCA's Historic Preservation Division to convert it into loft apartments. The adaptive re-use was a multi-million-dollar state and federal preservation tax credit project administered by the Historic Preservation Division and has been credited with turning around the economy of the neighborhood east of downtown now known as EDo.

New Mexico Department of Cultural Affairs' Response to BBER Recommendations

- 1. BUILD COHESION IN ARTS AND CULTURAL SECTOR**
Host statewide public engagement meetings to distribute and discuss the BBER Report with key leaders in arts and cultural industries, educators, and business sector.
- 2. DEVELOP A WEB-BASED PLATFORM TO CONNECT SECTORS STATEWIDE FOR**
 - Building a vibrant advocacy network
 - Offering training opportunities in business management and marketing
 - Promoting the exchange of information, knowledge, and best practices
 - Encouraging partnerships and collaborative initiatives
 - Providing information on resources, support systems, investment, and grant opportunities
- 3. BOOST FUNDING AND SUPPORT FOR NEW MEXICO ARTS GRANTS PROGRAM**
 - Offer statewide grant competition that stimulates entrepreneurship, creative enterprise, and innovation.
- 4. INCREASE CULTURAL HERITAGE TOURISM**
 - Develop App Technology for "Cultural Atlas" project, offering a map and key data and information to promote visitation, experiences, and learning at historic and cultural sites across New Mexico.

“Inside/Out” public art light installation by Ivan Toth Depeña at Wise Pies Arena aka The Pit, in Albuquerque.



5. INCREASE CULTURAL PROPERTY INCOME TAX CREDIT

6. IMPLEMENT CULTURAL COLLABORATIVE INITIATIVE

A visual and performing arts program that produces cross-disciplinary experiences and partnerships

7. DEVELOP CROSS-AGENCY PARTNERSHIPS

- **Tourism**
Promotion of New Mexico as a cultural destination
- **Economic Development**
 - Mainstreet partnership with DCA NM Arts Division
 - Arts & Cultural Districts
 - Building Creative Communities Conference
- **Education**
 - New Mexico Highlands University: Maker State, Media Arts internships, Center for Cultural Technology (job training)
 - University of New Mexico, Anderson School of Management: creative cluster research and development; School of Fine Arts: Business Art Management training at National Hispanic Cultural Center



NEW MEXICO DEPARTMENT OF CULTURAL AFFAIRS BY THE NUMBERS

8	Museums operated by DCA
6	Museums accredited by the American Alliance of Museums
8	Historic Sites operated by DCA
812,806	Ticketed attendance at DCA museums and historic sites (FY 15 data)
440,036	People served by DCA Education & Outreach Programs (FY 14 data)
1,049,798	Children participating in programs funded by DCA (FY 14 data)
7,456,377	Annual visitors to New Mexico's public libraries (FY 14 data)
1,083,081	People attending arts events partially funded by DCA (FY 14 data)
5,400	Historic properties included on the State and/or National Historic Preservation Registers
180,000	Archaeological sites in inventory maintained by the Historic Preservation Division
2,700	Works of art placed in New Mexico's 33 counties by the state's Art in Public Places program
191	Buildings comprising 1.3 million square feet
\$950M	Value of DCA assets



BUILDING ON THE PAST, FACING THE FUTURE: RENEWING THE CREATIVE ECONOMY OF NEW MEXICO

Quantifies the current economic impact of arts and cultural industries in New Mexico and identifies challenges and key opportunities. The study, conducted by the UNM's Bureau of Business and Economic Research (BBER), reveals a \$5.6 billion impact on the state's economy and challenges business, government, and non-profit sectors to harness strengths and address key shortfalls to fully realize economic potential.

Download the full report at www.nmculture.org/impact