



Creative Santa Fe Accomplishments: Community Agenda Report

July 1, 2008 – June 30, 2009

Creative Santa Fe, Inc. works to strengthen the creative economy and to advocate in our community for creative entrepreneurs, businesses, and workers.

We help educate the public and our elected leaders about the importance of policies, programs, and funding to support and expand our [Creative Economy](#).

This report highlights some of the accomplishments during the past fiscal year as we continue to put the [Community Agenda](#) goals into action.

Thank you to the Board of Directors, staff and consultants, and especially to the community volunteers, donors, and friends of Creative Santa Fe. You made these accomplishments possible.

Community Agenda Goal: Promote Career Development, Workforce Development, Business Development

Career Development, Workforce Development

Creative Santa Fe joined forces with community members to communicate the need for a world class university in Santa Fe focused on the arts and creative industries on the College of Santa Fe campus.

Board members and volunteers worked together with College of Santa Fe students, faculty, staff, the local business and arts community, and higher education officials to make the economic case to our elected representatives.



Photo Credit: College of Santa Fe

This powerful advocacy coalition urged the New Mexico State Legislature, the State of New Mexico, and the City of Santa Fe to acquire the College of Santa Fe's assets to educate and train Santa Fe's creative workforce to help creative businesses and entrepreneurs expand and thrive.

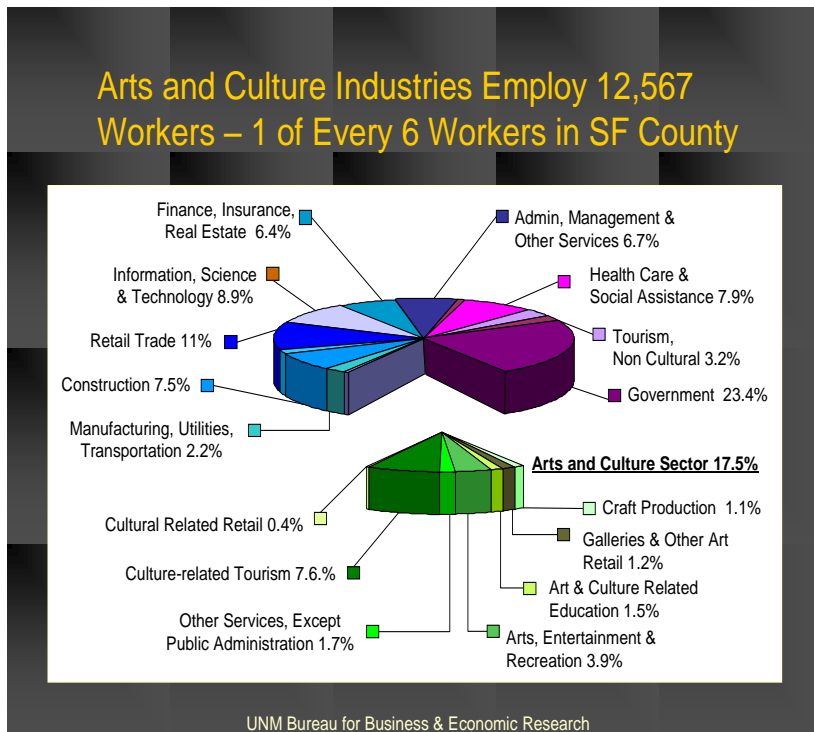
Opinion pieces and case statements written by Board Members [Tom Aageson](#) and [Kris Swedin](#) were published by the *Santa Fe New Mexican*, and the *Santa Fe Journal* along with letters to the editor written by several board members of Creative Santa Fe. Creative Santa Fe also gathered statements of support from other businesses and arts organizations in the city to deliver to the legislature. These educational persuasion materials helped make the argument for acquisition and helped legislative leaders and the public understand the importance of a university to the more than \$1 billion annual local creative industry.

Supporters of Creative Santa Fe and the College of Santa Fe effectively reached out to the legislature. One state senator said he had never received so many personal visits, e-mails, and letters on any other issue. Though the legislation died in the Senate Finance Committee, work continues by the City of Santa Fe and the State of New Mexico to acquire the campus and maintain an arts college in Santa Fe.

Business Development

More than fifty artists, artisans, and creative workers participated in ***Smart Strategies for Artisans***, business, marketing, financing and new product development workshops delivered in September 2008. The workshops were developed by Creative Santa Fe, hosted by El Museo Cultural de Santa Fe, and sponsored by the City of Santa Fe Economic Development Division. The workshops were designed to meet a gap in business training for artisans in the area – the lack of product development training.

Creative Santa Fe urged the Santa Fe County Board of Commissioners to **support the establishment of Santa Fe Studios** in the newly created Media District Zone along Highway 14 in Santa Fe County. This unique zoning is only the second such economic development zone in the country. The first is in Burbank, CA. The Commission approved selling county-owned land to Santa Fe Studios. The film studio will anchor a cluster of creative businesses (creating up to 500 high paying jobs in the first phase) and will offer training and internship opportunities to students at Santa Fe Community College and the Institute of American Indian Arts.



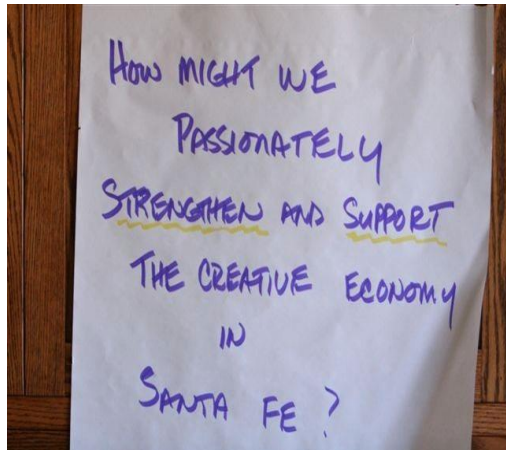
Arts and Culture Industries employ the second largest number of employees in Santa Fe County after Government.

Focus on Expanding Creative Industries in Economic Development

Creative Santa Fe participated with other northern New Mexico economic development and governmental leaders in developing the [Regional Economic Development Initiative \(REDI\)](#). This plan is designed to expand four industry sectors in Northern New Mexico including Santa Fe County: Renewable Energy/Green Industry, Media, Technology, and High Value and Value Added Agriculture.

This work will be accomplished through targeted regional business attraction, retention, expansion and creation efforts focused on the four clusters, beginning in 2010. One of the top priorities is to plan for and deploy broadband infrastructure throughout the region. Broadband is critical to creative economy industries and increased entrepreneurship and business development.

Creative Santa Fe board member Kris Swedin worked with the City of Santa Fe, Santa Fe County, and Santa Fe Community College to extend [high speed broadband infrastructure](#) to locations throughout Santa Fe County and to locations in Albuquerque and to the New Mexico



Super Computer. Work continues on this project by the multi-governmental coalition with the mapping of current and

proposed infrastructure and work to apply for federal stimulus funds.

Santa Fe County is updating its [Growth Management Plan](#) to guide the county's future development and economic activities. Creative Santa Fe participated in charrettes and meetings organized by Santa Fe County to urge that the county encourage economic development by strengthening support for the arts and creative industries and creative tourism.

Santa Fe County included an emphasis on arts and culture based economic development in the draft plan. Many members and friends of Creative Santa Fe answered the county survey naming arts and culture and green and renewable energy industries as their top priorities for the county's future economic development focus.

Community Agenda Goal: Invest in Live, Work, and Exhibition Space, and a Synergistic Creativity Center

Affordable Housing for Creative Workers

Creative Santa Fe worked in partnership with [Homewise](#), with funding from Los Alamos National Bank, and Federal Reserve Bank of Dallas to educate creative workers and entrepreneurs about the affordable housing programs of Homewise.

Creative Santa Fe is now a Business Campaign Partner with Homewise. Homewise provides programs, advice and assistance to individuals in Santa Fe County to help them purchase and refinance homes. They are

especially helpful for artists and other creative workers that might have difficulties with traditional home lenders.



Photo by InSight Foto, Inc.

Rod Hubble enjoys working in his studio in his Homewise home.

Santa Fe Arts + Creativity Center

Creative Santa Fe board members Devon Ross, Robert Fischhoff, and Mary Ann Shaening and volunteers developed a business plan for an Arts + Creativity Center. The plan was submitted to the Santa Fe City Council and the Economic Development Division in July 2008.

The Arts + Creativity Center is envisioned to be a gathering place that will help creative workers improve their skills and income through workforce, career, and business development training. The focus of the Center would be the advancement of artists and artisans from a variety of disciplines at all levels of career development; support of creative sector businesses; and fostering linkages between individuals and community organizations and services. The Center would also provide affordable workshops and offices for creative workers and non-profit organizations.

As part of the planning process, Creative Santa Fe evaluated three potential locations in the city including two sites in the Railyard. The business plan was built on information gathered

from the [needs assessment for an Arts + Creativity Center](#) written and delivered to City of Santa Fe Economic Development Division by Creative Santa Fe. The increased business development and income growth potential of area artists was also evaluated using the goals for business expansion and growth set by the City of Santa Fe's economic development strategy.

Creative Santa Fe joined the National Multi-tenant Association and participated in last fall's national conference to learn the best practices in developing multi-tenant centers from experienced non-profits across the U.S. Creative Santa Fe learned valuable lessons in multi-year strategic planning, developing appropriate partnerships with other local non-profit groups, and financing options.

As part of its investigation of how an Arts + Creativity Center could become reality in Santa Fe, members of the board also met with [Artspace Projects](#), the national non-profit developer of affordable live/work/studio space to learn how they could help with this project.

The economic downturn and the current difficulty of raising money from potential large funders will stretch the development of this project out over a number of years.

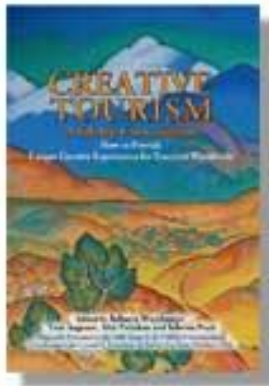
Community Agenda Goal: Promote the Cultural and Creative Industries, including cultural and creative tourism, locally and globally

International Conference on Creative Tourism

Creative Santa Fe continued work with the City of Santa Fe to plan and deliver the first ever UNESCO Creative Tourism

Conference held as the inaugural event at the new Santa Fe Community Convention Center in September 2008.

Creative Santa Fe began exploring this topic in 2006 by convening community focus groups comprised of businesses engaged in tourism, publishing, the arts, and other creative businesses and non-profit organizations to define what the term “Creative Tourism” means to Santa Feans. The definition developed by the community was the first ever by any community.



Participants settled on the definition, **“Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place.”** This is also the definition that was agreed to by conference participants at the International Conference on Creative Tourism.

Creative Santa Fe Board member Nancy Dubro, Ph.D. researched and authored a background paper, [Creative Tourism: A Look at Its Origins, Its Definitions, and the Creative Tourism Movement](#) to inform an international planning meeting of UNESCO Creative Cities in 2006. Fellow board members, JoAnn Balzer and Susan Berk also contributed to the paper which is included in a new book based on the proceedings of the conference, [Creative Tourism, A Global Conversation](#).

Creative Santa Fe’s former Executive Director, Dena Aquilina, surveyed the community to develop Creative Tourism experiences available in Santa Fe. These experiences delivered by local businesses and artists, were offered to

international visitors and conference participants so they could actively engage in Creative Tourism while learning about it – the very living definition of Creative Tourism. The listings of [Creative Tourism experiences](#) have been updated and can be accessed through the City of Santa Fe’s website and the Convention and Visitors Bureau website.

Promote the Cultural and Creative Industries

Lieutenant Governors from across the United States learned about the [Creative Economy in New Mexico](#) and how it creates jobs and income. Lieutenant Governor Diane Denish hosted the National Lieutenant Governor’s Association meeting in Santa Fe in December 2008 and board member Tom Aageson addressed the group. The focus of the meeting was about creating jobs and improving small business and entrepreneurship development. **Many states and cities are learning from the experience of Santa Fe and are creating policies and programs to encourage artists and creative workers to relocate to their communities.** Competition for creative workers is increasing across the country.

Creative Santa Fe **urged NM Senators Jeff Bingaman and Tom Udall to support funding for National Endowment for the Arts (NEA)** in the American Recovery and Reinvestment Act and to vote to strip the amendment that prohibited any money to be spent on museums, theaters, and art centers. This final legislation contained \$50 million in funding for NEA and the prohibitive language was removed.

Creative Santa Fe **promoted the economic importance of creative industries in Santa Fe County to the entire NM Legislature,** Governor Richardson, and Lt. Governor Denish during the 2009 legislative session. Letters and fact sheets about the local economic impact of arts and culture were hand delivered during the 2009 legislative session.

Board member Tom Aageson **created and presented educational materials for the Economic Development Course at Western New Mexico College in Silver City.** His presentation, *The Economic Impact of Arts and Cultural Enterprises on Local Economies*, explores the growing cultural economy, how to develop cultural enterprises and support cultural entrepreneurs, and how these efforts create sustainable jobs, increase tax revenues, and enhance a community's quality of life.

Students from around the state and from around the country attend the 5-day course. They include community and economic development professionals, chamber and economic development volunteers, and local officials such as county and city managers, and city councilors.



Creative Santa Fe Board Member Tom Aageson authored a chapter for a new book, [The Cultural Economy](#). Aageson defines cultural entrepreneurs as risk takers, change agents and resourceful visionaries who generate revenue from innovation

and sustainable cultural enterprises that enhance livelihoods and create cultural value for both creative producers and consumers of cultural services and products.

He also defines cultural enterprises as commercial ventures that connect creators and artists to markets and consumers. They create, produce and market cultural goods and services, generating economic, social and cultural opportunities for creators while adding cultural value for consumers. Cultural enterprises are both non-profit and for-profit. Santa Fe has a rich and diverse community of cultural entrepreneurs and

enterprises. This book is available from the Santa Fe Public Library.

Community Agenda Goal: Introduce Innovative New Draws, New Events, and New Technology

Creative Santa Fe partnered with the producers of [SOFA WEST: Santa Fe](#) to help educated the public about the art and design show produced in Santa Fe for the first time in June 2009. New Mexico artists and galleries were featured in the show along side the works represented by galleries from twelve states and five foreign countries.

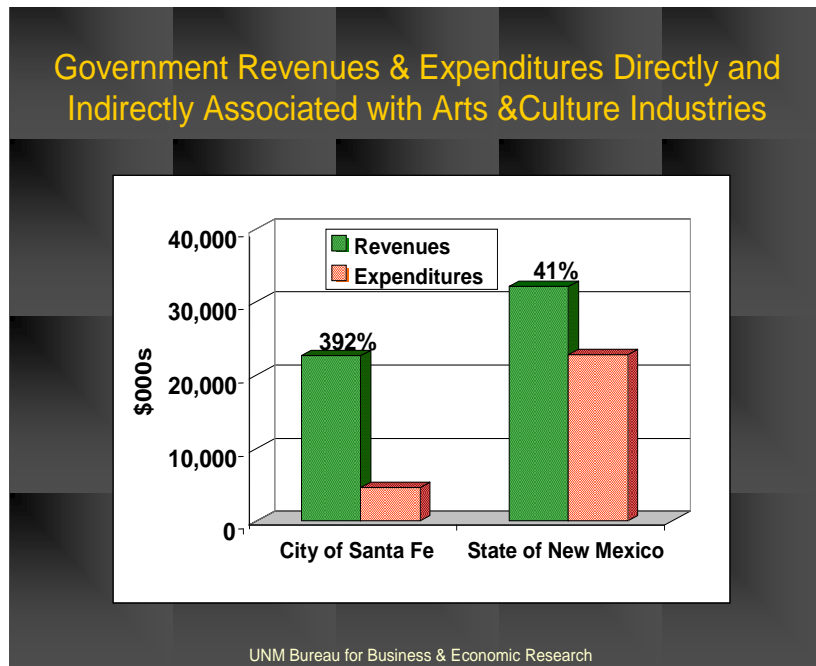
Sculpture Objects & Functional Art Fairs (SOFA) are premier gallery-presented art fairs like [Art Basel](#) and [TEFAF Maastricht](#). Critically acclaimed and continuously running since 1994, SOFA is distinguished from other top art events in its focus on 3-dimensional artworks that cross the boundaries of fine art, decorative art and design.

With a strong educational emphasis, SOFA fairs include a lecture series and special exhibits exploring the artworks debuting at the fair by both established and emerging artists.

Local collectors, gallerists, and government leaders worked to convince show producers to bring their show to Santa Fe. SOFA could become an annual event bringing with it collectors from outside Santa Fe who follow the show across the country. These visitors generate hundreds of thousands of dollars in economic activity in Santa Fe and are potential customers for local artists and galleries. More than 250 members and friends of Creative Santa Fe attended SOFA WEST. Early word is that SOFA WEST will return to Santa Fe next summer.

Community Agenda Goal: Map Assets and Disseminate Resources and Other Information

Resource Guides: Business, Healthcare, Internships were developed and distributed in print and on-line through the Creative Santa Fe website throughout 2008. The [Business Resource Guide](#) was updated in the spring of 2009 and is available on-line. It is the most comprehensive one-stop listing of both business development and arts development information for people in Santa Fe County.



Arts and Culture Industries return \$5 dollars in revenue for every \$1 the City of Santa Fe spends on Arts and Culture activities.

Local and National Creative and Cultural Economy Studies

New studies about the Creative Economy locally and nationally are available on Creative Santa Fe web site.

Organizational Capacity Building

Members and Friends of Creative Santa Fe have grown from the original 200 community volunteers to more than 800 individuals, businesses, and non-profit organizations today.

Elected new board members in fall 2008.

Audits completed in 2007 and 2008; implemented improved internal controls as recommended in management letter issued in 2007.

Serve as fiscal agent for Global Center for Cultural Entrepreneurship which earns income for Creative Santa Fe. The professional capacity exists to serve as fiscal agent for other local non-profits.

Maintain monthly communication with more than 800 individuals, organizations and businesses through monthly newsletters and on Facebook.

Launched membership campaign and developed prospect list of several hundred individuals and businesses.

creativesanta fe Board of Directors

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Fran Mullin

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Elinor Paterson Roberts, Secretary

Devon Ross, Treasurer

Kris Swedin, Chairman

Staff

DeeAnn Dixon, Office Manager

creativesanta fe Contact Information

Creative Santa Fe, Inc.
P.O. Box 2388
Santa Fe, NM 87504
505-989-9934
info@creativesantafe.org

Web site: <http://www.creativesantafe.org>

Creative Santa Fe, Inc. is a tax-exempt non-profit organization under Section 501(c)(3) of the Internal Revenue Code, established as a New Mexico corporation in 2005.

Thank you to our many members and friends for your contributions and support. We welcome your comments and ideas. Please contact us.