



City of Santa Fe Considers Issuing Bonds to Acquire the College of Santa Fe Campus

The Santa Fe City Council is considering ordinances to acquire the College of Santa Fe campus through issuing bonds.

Public hearings will be held at the Finance Committee Meeting on June 20, 2009. At least one more public hearing will be held at the City Council Meeting on July 29, 2009. City Councilors want to hear from citizens on this issue.

Laureate Education, Inc. would lease much of the campus to establish a world class arts university on the campus. They are working to begin classes this fall.

Governor Richardson has pledged \$11 million toward the acquisition and Santa Fe Community College is working with the Department of Higher Education to establish a Higher Learning Center on the campus to offer classes through public universities and colleges in New Mexico.

The next few weeks are critical to the successful acquisition of the assets of the College of Santa Fe.

The Arts and Cultural Industries employ the second largest number of workers in Santa Fe County behind government. This sector needs a four year university in Santa Fe to educate and train its workers and expand its businesses.

Globally the Cultural and Creative Economy is one of the fastest growing sectors creating jobs, tax revenues and attracting new capital into local economies (UNESCO). The Cultural and Creative Economy increases a community's cultural wealth, enhances the quality of life and is environmentally sound.

Santa Fe's Arts and Cultural Industries generate more than \$1 billion in revenues annually or about 20% of the Country's Gross Domestic Product. The national average is only 3% (UNM – BBER).

17% of Santa Fe County's employment is supported by its Arts and Culture Industries (UNM – BBER).

Arts and Cultural Industries return \$5 dollars in revenue for every \$1 the City of Santa Fe spends on arts and culture activities (UNM – BBER).

More than a quarter of a billion dollars annually in wages and salaries are paid to Santa Fe County residents who work in the Cultural and Creative Industries generating nearly 20% of all city and county tax revenues (UNM – BBER).

An amazing 39% of the fresh capital coming into Santa Fe County's economy annually is generated by both for-profit and non-profit cultural and creative enterprises (UNM – BBER).

Santa Fe has the largest percentage of writers, authors, fine artists, architects, art directors and animators in its labor force per capita of any U.S. city (National Endowment for the Arts).

Santa Fe has the highest percentage of arts-related enterprises per capita of any U.S. city (Americans for the Arts).

Santa Fe was the first U.S. City designated by UNESCO as an International Creative City for Design and Folk Art. In 2008, the City of Santa Fe hosted the first ever UNESCO International Conference on Creative Tourism. Creative Tourism is expected to grow significantly in the next few years.

April 2009 is the fifth anniversary of the release of *Cultivating Santa Fe's Future Economy: Economic Development Strategy* (AngelouEconomics, April 2004). This strategy was unanimously adopted by the City Council in September 2004 and fully embraced by the community. This report, along with the accompanying Target Industry Report, set a direction for economic development for Santa Fe.

Keeping a four year university in Santa Fe meets all five categories of recommendations contained in Santa Fe's Economic Development Strategy: Workforce development and education; Entrepreneurship; Sites and infrastructure; Community development; and Marketing.

The target industries selected by the City include: Arts and Culture; Design, Hospitality, Conservation Technologies, Software Development; Publishing and New Media, Outdoor Gear and Apparel; Health Care; Foods and Beverages; and Retiree Services.

Looking more deeply into the Target Industry Report at just one of the selected industries as an example, Conservation Technologies, shows the following occupations are included: Engineering Managers; Civil Engineers; Mechanical Engineers; Electrical and Electronics Drafters; Electro-Mechanical Technicians; Geoscientists; Sales and Related Occupations; Office and Administrative Support; Maintenance and Repair Occupations; Production Occupations; and Materials Scientists.

In addition to a high quality arts and liberal arts program that could be delivered to the community, Santa Fe has the opportunity to create an innovative Learning Center with programs delivered by Santa Fe Community College, Highlands University, the University of New Mexico, and New Mexico State University in the center of the city.

The Santa Fe Learning Center should deliver programs that support all the target industries selected by the city in the economic development strategy. These programs delivered by the state's colleges and universities should be at affordable state tuitions and lottery scholarships should be available to Santa Fe and New Mexico students enrolled in these programs.

The Cultural and Creative Economy is not just arts. It includes all the economic activity created through knowledge workers including architects, engineers, scientists, software and new media developers, designers, photographers, craftspeople and thinkers of all types.

Santa Fe is leading the country in the Cultural and Creative Economy. Other communities are learning from us and following our lead. Yet while the global and national Cultural and Creative Economy is on the rise, Santa Fe's has remained flat over several years. To expand and improve Santa Fe's Cultural and Creative Economy we require a university in Santa Fe to provide the academic underpinning to continue developing our creative workers and creative enterprises and to maintain our global position.