

**THE BOARD OF COUNTY COMMISSIONERS
OF SANTA FE COUNTY**

RESOLUTION NO. 2014-- 35

**A RESOLUTION CREATING AN ARTS, CULTURE AND CULTURAL
TOURISM COMMITTEE**

WHEREAS, Santa Fe County is a place where the arts, culture and cultural tourism are highly valued, where artists, musicians, entertainers, filmmakers, skilled crafts people choose to live, and where nationally recognized events occur;

WHEREAS, the County's artistic, cultural and cultural tourism organizations are key components of our vibrant community and further enhance the quality of life, and whose continued existence should be encouraged and supported;

WHEREAS, the unincorporated communities of Santa Fe County often host artistic and cultural events, activities, organizations, and businesses, and these activities, organizations, and businesses would benefit from greater support and coordination, including linking tourists and/or customers to the respective activity, organization, or business.

WHEREAS, according to a Bureau of Business and Economic Research (BBER) report on the Economic Importance of the Arts and Cultural Industries (A&CI) of Santa Fe County, commissioned in 2004:

- A&CI account for 17.5% of total SF County employment (in 2002);
- A&CI account for \$814 million in revenue generated from outside Santa Fe County (in 2002), roughly 39% of the total inflow of money into the local economy;
- Santa Fe County is among the largest art markets in the United States, and first among cities of comparable size; and
- Santa Fe County has lost nearly one-third of its share of the national tourism market since the mid-1990s, pointing to a need to redefine, rebrand, and rejuvenate the community;

WHEREAS, Santa Fe County is drafting a new Economic Development Plan that includes arts, culture, and cultural tourism as important elements of economic activity within the County;

WHEREAS, Santa Fe County adopted the Sustainable Growth Management Plan (SGMP) in 2010 in which Arts & Culture was identified as one of 5 target industries; additionally, among other policies, strategies, and goals relevant to arts, culture, and cultural tourism, Policy 10.2 of the SGMP states that "Arts, Culture, and Tourism should

be supported as a critical component of the County's economy, through local arts, arts-related business and cultural events";

WHEREAS, the Board of County Commissioners of Santa Fe County desires to assist communities engaged in arts, culture and cultural tourism organizations, projects, and events, and to better coordinate the County's economic development efforts to foster arts, culture and cultural tourism activities; and to create an advisory committee whose primary goal is to facilitate the enhancement and expansion of the arts, culture, and cultural tourism industries within Santa Fe County; and

WHEREAS, the Board of County Commissioners previously adopted Resolution 2008-111, creating the Arts, Culture, Entertainment (ACE) Task Force, tasked with creating an Arts, Culture, Entertainment policy, which was discontinued in June, 2010, and which the Board now desires to reconstitute as set forth below.

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Santa Fe County, as follows:

1. An Arts, Culture and Cultural Tourism (ACCT) committee is hereby created.
2. The ACCT committee shall be advisory to the Board of County Commissioners.
3. The ACCT shall consist of establish a representative group of seven committee members who live and/or conduct business in Santa Fe County and who are engaged with the arts, culture and cultural tourism activities and events either as professionals, participants, organizers or funders.
4. Applications for members of the ACCT committee shall be solicited from the general public. The Board shall, to the extent practicable, appoint ACCT committee members that represent each of the following sectors:
 - a. The crafts cottage industry;
 - b. The cultural tourism industry (could include heritage tourism, ecotourism, and/or agri-tourism);
 - c. General arts organizations;
 - d. The film/digital media industry; and
 - e. Economic Development organizations.
5. Four members of the ACCT committee shall be appointed by the BCC for an initial term of one year and three shall be appointed for an initial term of two years. Thereafter members shall serve terms of two years, provided that after the Committee is in existence for twenty-four (24) months, the Board exercises its option to extend the Committee's term as set forth in Paragraph 9. Members may be removed by the BCC with or without cause. In the event of a vacancy, the BCC shall

appoint a member to serve out the remainder of the departing member's term.

6. Committee members shall annually elect a chair and vice-chair by majority vote of the quorum.
7. The Committee shall meet up to six (6) times per year to carry out its work.
8. All matters coming before the Committee shall be resolved by majority vote of the quorum.
9. The Committee will be in existence for twenty-four (24) months, with an option to extend its existence.
10. The ACCT committee shall have the following duties:
 - A. To identify all existing and potential funding sources and other resources including Lodger's Taxes, grants, "1% for the arts" programs, the Quality of Life gross receipts tax, and bonding for ACCT activities, programs, projects, and organizations;
 - B. To explore areas of potential collaboration and partnership with local governments, traditional communities and other related organizations that would provide benefit to the arts, culture, cultural tourism industries throughout the County;
 - C. To advise Board of County Commissioners by developing policy options, action items and specific project proposals for the Board of County Commissioners on matters concerning arts, culture and cultural tourism activities and related community development issues, including specific roles that the County might play in fostering these economic activities; including, but not limited to, the following:
 - a. An inventory of existing arts, culture, and cultural tourism non profit entities and their function or role;
 - b. An inventory of existing crafts, cottage industries, cultural tourism, film/digital media, and arts-related businesses in Santa Fe County;
 - c. Recommendations on how Santa Fe County can enhance opportunities for local artisans and craftsmen through branding and/or development of export markets; and
 - d. Recommendations on the feasibility of using existing Santa Fe County buildings to showcase local artists and craftsmen.

APPROVED, ADOPTED AND PASSED THIS 29th day of April, 2014

THE BOARD OF COUNTY COMMISSIONERS
OF SANTA FE COUNTY

By: *Daniel W. Mayfield*
Daniel W. Mayfield, Chair

ATTEST:

Geraldine Salazar
Geraldine Salazar, County Clerk
4-29-2014



Approved as to form:

Willie R. Brown
for: Rachel Brown, Acting County Attorney



COUNTY OF SANTA FE)	BCC RESOLUTIONS
STATE OF NEW MEXICO) ss	PAGES: 4
I Hereby Certify That This Instrument Was Filed for Record On The 1ST Day Of May, 2014 at 01:36:45 PM And Was Duly Recorded as Instrument # 1735904 Of The Records Of Santa Fe County	
Witness My Hand And Seal Of Office Geraldine Salazar Deputy <u><i>Marcelo Salazar</i></u> County Clerk, Santa Fe, NM	