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**City of Las Cruces**<sup>®</sup>  
 PEOPLE HELPING PEOPLE

**Council Action and Executive Summary**

Item # 8      Ordinance/Resolution# 15-150

For Meeting of \_\_\_\_\_  
 (Ordinance First Reading Date)

For Meeting of February 17, 2015  
 (Adoption Date)

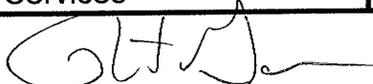
Please check box that applies to this item:

QUASI JUDICIAL       LEGISLATIVE       ADMINISTRATIVE

**TITLE:** A RESOLUTION IDENTIFYING A PARTNERSHIP BETWEEN THE CITY OF LAS CRUCES AND DOWNTOWN LAS CRUCES PARTNERSHIP TO CREATE A MUNICIPALLY-AUTHORIZED ARTS AND CULTURAL DISTRICT.

**PURPOSE(S) OF ACTION:**

Approve partnership with Downtown Las Cruces Partnership (DLCP) for an Arts and Cultural District.

<b>COUNCIL DISTRICT:</b> N/A		
<b><u>Drafter/Staff Contact:</u></b> Andy Hume	<b><u>Department/Section:</u></b> Community Development / Planning & Neighborhood Services	<b><u>Phone:</u></b> 528-3048
<b><u>City Manager Signature:</u></b>		

**BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:**

The State of New Mexico adopted legislation to establish the Art and Cultural Districts (ACD) Program. The purpose of the program is to promote the arts and culture throughout the state and expand its role in attracting tourists and growing economic development opportunities. In 2008, the first two pilot districts were authorized: Las Vegas and Silver City.

On November 19, 2007, the Las Cruces City Council adopted a Resolution to work with Las Cruces Downtown (now known as Downtown Las Cruces Partnership) to create a state-authorized ACD downtown. The length of the relationship was to last for five years and it has since expired. The application process was not successful at that time.

The purpose of this Resolution is to reestablish the relationship with the DLCP in order to create a municipally-authorized ACD.

A municipally-authorized ACD is being sought because the State is not accepting new applications for state-authorized districts. Additionally, City staff is not expecting that new applications will be accepted until at least the summer of 2016 and perhaps later. However, the legislation allows

cities with a population over 50,000 to create a municipally-authorized district. This district is formally recognized through Ordinance.

During the summer of 2014, City staff gathered key members of the arts, culture, and tourism fields in the downtown area to discuss the available options for us to create said district. The consensus was that due to the close connection with New Mexico MainStreet and their existing formal relationship with the City, DLCP would make the logical choice to lead the efforts toward establishing an ACD.

To accomplish the process of creating a municipally-authorized ACD, City staff will work closely with DLCP and the Doña Ana Arts Council as the three critical members of the district. The process will be an inclusive one involving other arts and cultural agencies, institutions, and organizations such as the City Art Board, as well as rigorous public and stakeholder input.

The DLCP Board of Directors has submitted a letter of support for this relationship. At their meeting held on January 13, 2015, the City Art Board voted 6-1 in favor of this Resolution and district-forming process.

**SUPPORT INFORMATION:**

1. Resolution.
2. Attachment "A", Downtown Las Cruces Partnership Letter of Support.
3. Attachment "B", City Art Board meeting minutes from January 13, 2015.

**SOURCE OF FUNDING:**

Is this action already budgeted?  N/A	Yes	<input type="checkbox"/>	See fund summary below	
	No	<input type="checkbox"/>	If No, then check one below:	
	Budget Adjustment Attached	<input type="checkbox"/>	Expense reallocated from: _____	
	<input type="checkbox"/>	<input type="checkbox"/>	Proposed funding is from a new revenue source (i.e. grant; see details below)	
			<input type="checkbox"/>	Proposed funding is from fund balance in the _____ Fund.
Does this action create any revenue?  N/A	Yes	<input type="checkbox"/>	Funds will be deposited into this fund: _____ in the amount of \$ _____ for FY__.	
	No	<input type="checkbox"/>	There is no new revenue generated by this action.	

**BUDGET NARRATIVE**

N/A
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**FUND EXPENDITURE SUMMARY:**

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
N/A	N/A	N/A	N/A	N/A	N/A

**OPTIONS / ALTERNATIVES:**

1. Vote "Yes"; this action will approve the Resolution and establish a partnership with DLCP to develop an Arts and Cultural District.
2. Vote "No"; this action will deny the Resolution and require other means to develop an Arts and Cultural District.
3. Vote to "Amend"; this action could modify the Resolution and delay development of an Arts and Cultural District.
4. Vote to "Table"; this action will delay development of an Arts and Cultural District.

**REFERENCE INFORMATION:**

The resolution(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

1. Resolution 08-137.

**RESOLUTION NO. 15-150****A RESOLUTION IDENTIFYING A PARTNERSHIP BETWEEN THE CITY OF LAS CRUCES AND DOWNTOWN LAS CRUCES PARTNERSHIP TO CREATE A MUNICIPALLY-AUTHORIZED ARTS AND CULTURAL DISTRICT.**

The City Council is informed that:

**WHEREAS**, the community wishes to pursue a municipally-authorized Arts and Cultural District through the New Mexico Arts Commission of the State of New Mexico; and

**WHEREAS**, the City wishes to assist the community to develop a public-private partnership to support said district; and

**WHEREAS**, Downtown Las Cruces Partnership (DLCP) has issued a letter of support to develop said Arts and Cultural District with other arts and cultural agencies, institutions, and organizations; and

**WHEREAS**, this Resolution, as well as public and stakeholder input and City Art Board recommendations, will be included in a future City Ordinance establishing the municipally-authorized Arts and Cultural District.

**NOW, THEREFORE**, Be it resolved by the Governing Body of the City of Las Cruces that:

**(I)**

**THAT** the City agrees to participate with DLCP in the development of an Arts and Cultural District.

**(II)**

**THAT** the City endorses the goal of boosting economic development through the formation of an Arts and Cultural District.

(III)

THAT the City and the DLCP will coordinate with the Dona Ana Arts Council as required members of the Arts and Cultural District Coordinating Council.

(IV)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

APPROVED:

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

(SEAL)

Moved by: \_\_\_\_\_

Seconded by: \_\_\_\_\_

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney

VOTE:

- Mayor Miyagishima: \_\_\_\_\_
- Councillor Silva: \_\_\_\_\_
- Councillor Smith: \_\_\_\_\_
- Councillor Pedroza: \_\_\_\_\_
- Councillor Small: \_\_\_\_\_
- Councillor Sorg: \_\_\_\_\_
- Councillor Levatino: \_\_\_\_\_



January 15, 2015

Downtown Las Cruces Partnership  
138 S. Water Street  
Las Cruces, NM 88001

Dear Las Cruces City Councilors,

It is my pleasure to write this letter of support on behalf of the Board of Directors of the Downtown Las Cruces Partnership (DLCP) for the resolution to create a municipally-authorized Arts and Culture District (ACD) in partnership with the City of Las Cruces.

The DLCP Board will act as the lead agency for the ACD due to the strong link between local ACDs and economic development – one of the existing foci for Main Street Programs. Additionally, our established relationship with New Mexico Main Street, the overseeing body for state-designated programs, uniquely positions us at an advantage should state designation ever be sought.

DLCP maintains a formal relationship with the City of Las Cruces detailed in an adopted Memorandum of Agreement (MOA). We acknowledge that the adoption of this resolution will require an amendment to the next proposed MOA to include support for the municipally-authorized ACD. Requested support would include city staff collaboration in the formation and coordination of the ACD as well as marketing and promotion assistance and the organization of public input sessions.

Please feel free to contact me at (575) 405-8806 or [craig.buchanan@usbank.com](mailto:craig.buchanan@usbank.com) for any additional questions. Thank you for your consideration of this matter.

Sincerely,

Craig Buchanan  
Board President  
Downtown Las Cruces Partnership

**Excerpt from Draft Minutes  
City Art Board Meeting  
January 13, 2015**

**III. Arts & Culture District Resolution – Action**

Mr. Andy Hume, Downtown Planning and Development Coordinator for the City of Las Cruces, presented a proposed Resolution that will be presented to City Council on February 3rd: A RESOLUTION IDENTIFYING A PARTNERSHIP BETWEEN THE CITY OF LAS CRUCES AND DOWNTOWN LAS CRUCES PARTNERSHIP TO CREATE A MUNICIPALLY-AUTHORIZED ARTS AND CULTURAL DISTRICT. (Board members were previously provided a copy of this resolution for their review prior to this meeting.)

Mr. Hume's stated that in 2007 a similar Resolution was passed for five years.

Mr. Hume would like to make the following changes to the Resolution:

- The 3<sup>rd</sup> WHEREAS, Downtown Las Cruces Partnership (DLCP) has adopted a resolution to read: issued a letter of support.
- Have Number III read: THE City and DLCP will coordinate with the Dona Ana Arts Council as required members of the Coordinating Council.; and have the current Number III read as Number IV.
- On number IV, add and City Art Board after the word staff.

Ms. Frary motioned to make the following changes to the Resolution:

- The 3<sup>rd</sup> WHEREAS, Downtown Las Cruces Partnership (DLCP) has adopted a resolution to read: issued a letter of support.
- Have Number III read: THE City and DLCP will coordinate with Dona Ana Arts Council as required members of the Coordinating Council and others as suggested in state standards.

Seconded by Mr. Northcutt. Motion denied 4-2.

Ms. Kathleen Squires voted NO

Ms. Susan Frary voted YES

Mr. George Griffin voted NO

Ms. Catherine Brenner voted ABSTAIN

Mr. Greg Gendall voted NO

Mr. Ricardo Gonzales voted NO

Mr. John Northcutt voted YES

Ms. Brenner motioned to support the resolution as presented by City staff personnel as amended by the City staff personnel. Seconded by Mr. Griffin. Motion passed 6-1.

Ms. Kathleen Squires voted YES

Ms. Susan Frary voted NO

Mr. George Griffin voted YES

Ms. Catherine Brenner voted YES

Mr. Greg Gendall voted YES

Mr. Ricardo Gonzales voted YES

Mr. John Northcutt voted YES

Ms. Squires asked Mr. Hume's to send a copy of the Resolution to her with changes.