

City of Las Cruces®

PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 18 Ordinance/Resolution# 16-043

For Meeting of _____
(Ordinance First Reading Date)

For Meeting of August 3, 2015
(Adoption Date)

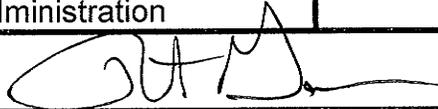
Please check box that applies to this item:

QUASI JUDICIAL LEGISLATIVE ADMINISTRATIVE

TITLE: A RESOLUTION APPROVING THE CITY ART BOARD'S STRATEGIC PLAN.

PURPOSE(S) OF ACTION:

To approve the Art Board's Strategic Plan.

COUNCIL DISTRICT: ALL		
<u>Drafter/Staff Contact:</u> Robert Caldwell	<u>Department/Section:</u> Parks and Recreation/ Administration	<u>Phone:</u> 541-2550
<u>City Manager Signature:</u>		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The City of Las Cruces Ordinance No. 2674 establishing the City Art Board (CAB) defined the roles of the CAB as a body that recommends and advises City Council in developing guidelines, programming, policies, rules and regulations for new art-related projects and programs. This Strategic Plan is an important step in fulfilling the CAB's responsibilities to advise the City Council regarding public art.

Current City strategic planning and economic development strategies would be integrated with public art and art-related businesses to benefit the community, especially when those plans recommend coordinated collaboration, and cooperative marketing and event planning between the City and local and regional marketing agencies.

The proposed Strategic Plan intends to engage all the stakeholders and potential art-related business partners together for planned, collaborative interaction. The plan is a framework to facilitate discussion, planning and coordinated action to benefit our resident's quality of life and enhance the community's identity.

SUPPORT INFORMATION:

1. Resolution.
2. Exhibit "A", City Art Board Strategic Plan

(Continue on additional sheets as required)

SOURCE OF FUNDING:

Is this action already budgeted?	Yes	<input checked="" type="checkbox"/>	See fund summary below
	No	<input type="checkbox"/>	If No, then check one below:
	<i>Budget Adjustment Attached</i>	<input type="checkbox"/>	Expense reallocated from: _____
		<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?	Yes	<input type="checkbox"/>	Funds will be deposited into this fund: _____ in the amount of \$ _____ for FY__.
	No	<input checked="" type="checkbox"/>	There is no new revenue generated by this action.

BUDGET NARRATIVE

There are no direct costs associated with the approval of the Strategic Plan.

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

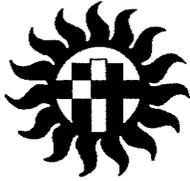
OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will approve the Strategic Plan.
2. Vote "No"; this will not approve the Strategic Plan.
3. Vote to "Amend"; and provide changes to the Resolution.
4. Vote to "Table"; and provide staff with further direction.

REFERENCE INFORMATION:

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

1. Ordinance No. 2674



City of Las Cruces®

PEOPLE HELPING PEOPLE

COUNCIL ACTION AND EXECUTIVE SUMMARY PACKET ROUTING SLIP

For Meeting of _____
 (Ordinance First Reading Date)

For Meeting of August 3, 2015
 (Adoption Date)

TITLE: A RESOLUTION APPROVING THE CITY ART BOARD'S STRATEGIC PLAN.

Purchasing Manager's Request to Contract (PMRC) {Required?} Yes No

DEPARTMENT	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact	<i>R. Cordova</i>	2550	7/15/15
Department Director	<i>M. [Signature]</i>	2556	7/15/15
Other	<i>[Signature]</i>		
Assistant City Manager /CAO	<i>[Signature]</i>	2078	7/17/15
Management & Budget Manager	<i>[Signature]</i>	2106	7/17/15
Assistant City Manager/COO	<i>Daniel Arda</i>		7/16/15
City Attorney	<i>[Signature]</i>	EXT 2128	20 July 2015
City Clerk - Interim	<i>[Signature]</i>	x 2115	7-24-15

RESOLUTION NO. 16-043**A RESOLUTION APPROVING THE CITY ART BOARD'S STRATEGIC PLAN.**

The City Council is informed that:

WHEREAS, the Ordinance establishing the City Art Board (CAB) defined the roles of the CAB as a body that recommends and advises City Council in developing guidelines, programming, policies, rules and regulations for new art-related projects and programs; and

WHEREAS, this Strategic Plan is an important step in fulfilling the CAB's responsibilities to advise the City Council regarding public art; and

WHEREAS, current City strategic planning and economic development strategies would be integrated with public art and art-related businesses to benefit the community, especially when those plans recommend coordinated collaboration, and cooperative marketing and event planning between the City and local and regional marketing agencies; and

WHEREAS, the proposed Strategic Plan intends to engage all the stakeholders and potential art-related business partners together for planned, collaborative interaction; and

WHEREAS, the plan is a framework to facilitate discussion, planning and coordinated action to benefit our resident's quality of life and enhance the community's identity.

NOW, THEREFORE, be it resolved by the governing body of the City of Las Cruces:

(I)

THAT the City Art Board's Strategic Plan attached hereto as Exhibit "A", is hereby adopted.

(II)

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)

VOTE:

Mayor Miyagishima: _____
Councillor Silva: _____
Councillor Smith: _____
Councillor Pedroza: _____
Councillor Small: _____
Councillor Sorg: _____
Councillor Levatino: _____

Moved by _____

Seconded by _____

APPROVED AS TO FORM:



City Attorney

Las Cruces City Art Board Public Art Strategic Plan

The City Art Board endeavors to link community quality of life aspirations, the creative arts community, and local economic growth with the City's strategic objectives and regional development plans. We strongly believe that city marketing activities and initiatives are integral to enhancing economic growth and improving our quality of life.

Las Cruces City Ordinance No. 2674 established the Art Board to recommend public art initiatives to the City Council. Implicitly our charge accepts the notion that well-planned, consistently executed strategies can engage the public and the artist communities while promoting economic and quality of life improvements for Las Cruces and its environs. Our perspective is rooted in the belief that while encouraging businesses and artists to collaborate in mutually beneficial arts-related projects all sectors of our local economy prosper.

Our strategic plan and goals are endeavors that would also capitalize on a recommended reorganization of how the city manages and markets itself, and to make public art a conspicuous part of those plans going forward. The Art Board advocates creating city management structures that would foster collaborating ventures for businesses, the general public and art communities.

We acknowledge that successful public art strategies require innovations in public and private collaboration, coordinated fundraising, and forward-looking planning linkages with city businesses and entrepreneurial ventures.

City Art Board Vision Statement

The Art Board endeavors to raise public awareness of how talented artists, drawing on their personal creative drives and the cultural and historical precedents unique to southern New Mexico and the Borderland contribute to enhancing the quality of life and economic growth of the region.

City Art Board Mission and Goals

The Las Cruces City Art Board fosters unique opportunities for artists in Las Cruces, southern New Mexico and the Borderland that link City Council support for artistic expression and community economic prosperity.

The Las Cruces City Art Board fosters strategies and actions — public and private, or a combination of such — that will mutually benefit regional economic development that enhance public appreciation for art and the artists working in our community.

Other overarching strategic goals include:

- Recommending to City Council initiatives, opportunities, and programs that encourage collaboration between artists and their business, and the broader business community to recognize artists' contribution to economic growth.
- Enhancing public awareness of the region's artists and art-related business opportunities that are rooted in a unique artistic heritage and that may contribute to future business growth. Supporting working artists as business entrepreneurs should become an acknowledged objective in future economic development planning.
- Building activities and programs that makes city-owned public art broadly accessible in city public spaces and buildings.
- Encouraging development of a city management infrastructure that supports and effectively administers art in public places as a community value.
- Fostering economic and cultural growth within the region by developing arts-friendly codes, regulations, and tax incentives that will attract, encourage, and retain artists and art-related businesses in Las Cruces.

Strategic Plan Elements

The overarching long-term objective of our strategic public art plan is to celebrate southern New Mexico's uniqueness and the business elements of our art and cultural life as contributors to economic growth. Key elements of the public art programs and the Art Board activities must be understood as objectives that will require some realignment and enhancement of the existing City art, community development and cultural services infrastructure. Some of the most critical elements of the plan include:

- Explicitly linking strategic planning to city ordinances and laws that created the Art Board to the City's strategic and economic development plans and objectives.
- Recommending that the city management, departments and agencies adopt facilitate collaboration and cooperation such that Art Board activities and public art programs are mainstreamed and recognized as an equal, but distinct, element of the city's management and marketing strategy. Public art activities should not be subsumed under a larger bureaucratic overlay. Adequate staffing to execute and maintain program initiatives, to maintain funding and grant-writing expertise, to solicit artists participation, and to link to City marketing and economic initiatives is absolutely integral to sustained, meaningful public art programming throughout the City.
- Recommending that the Art Board and the relevant city departments' staff explore public art activities and programs in other cities that could serve as models for defining and revamping a Las Cruces public art strategy.
- Encouraging collaboration between the city's departments of Community and Cultural Services, Economic Development, and Parks and Recreation with the city's and regional marketing agencies. The Las Cruces Convention Bureau, the Mesilla Valley Economic Development Alliance and to various business organizations, the general public, and the art communities should aggressively work to collaborate on commonly beneficial activities and planning.

- Conduct a formal reevaluation of Art On Loan, the legacy program attached to the ordinance that established the City Art Board. It is critical that support for the Art On Loan program's concept, sustained funding, and its role in the City public art programs are all objectively evaluated and redesigned.
- Engage increasingly self-aware and confident Native cultural communities and include them in the city's public art activities.

Potential Artist and Business Opportunities, A Rationale

The Rio Grande Valley and ancient volcanic mountain ranges contribute to the commonly recognized grandeur of "The Land of Enchantment." Geography is but one feature that distinguishes and endears our state. The centuries-long historical interaction of Native, Hispanic, and Anglo-American cultures make southern New Mexico distinct. Even before statehood in 1912, southern New Mexico and Las Cruces were at the crossroads of evolving differences in economic, cultural and historical perspectives. This distinctive interaction significantly influenced the art and economy of this region and the city.

Capitalize on Las Cruces Status

Las Cruces, always at the crossroads of culture, political history, and economic intersection, has a thriving artist community and significant business and economic potential that stretches from decades ago. In contemporary times, Las Cruces, the second largest city in the state, continues to evolve from an economic perspective.

Our city's future depends on shaping responses to several tough questions that involve business and economic development. While there is abundant documentation that art and tourism are businesses that drive the New Mexican economy, why should tourists or residents be interested in "southern New Mexico art" when they can find indigenous art, or indigenous related or inspired art, in many other locales that also offer other attractions?

The Las Cruces city mindset and its community perception must change. We must proactively understand how to provide hospitality that is sought out by tourists. The hospitality must be solidly anchored in how Las Cruces and the region are different from the rest of the state. For those looking to relocate, do they perceive that this area provides those "quality of life" elements they seek? Are there good schools? Is there a wide variety of entertainment and restaurants? Are there opportunities to continue intellectual growth in many areas of interest for our adult population?

Las Cruces can redefine itself and revamp its economic development and marketing planning strategies. That redefinition should deliberately factor in art as a business category that contributes to the city's economic bottom line. The City Art Board wants to work with other city and regional agencies to define whatever is "our art," how to grow it and promote it. How can "buzz" be created for "our art?" How can "our art" become part of a broader promotional package that sells "our place?"

As part of an international cross-border community, today as never before, Las Cruces can capitalize on and invent new opportunities that complement our southern New Mexican crossroads position.

Talented, productive artists can contribute to business expansion, and economic growth can be projected from a number of sources. Economic growth can be driven by investment in future eco-tourism enterprises; broader support for commercial space business innovation; expanding higher education and research; and supporting international commerce and agricultural development. The region's attraction to affluent retirees is well documented and the economic impact on the real estate market has been felt many times over.

Art contributes first to a perception of "quality of life" and thus allows a region to attract tourist dollars and a population of people that have the education and qualifications to work in tourism-related enterprises. Income generated from art specifically can also contribute economically; for tourism contributions, art is another tool to entice more visitors because there is more "to do" than just one or two things.

The city can promote all of the activities – and there are many – in a coordinated way that would attract people to visit here. The Art Board's role is to initiate relationships with other agencies to find ways of promoting art along with ecotourism.

Emerging Business Opportunity and the Art Community

Two major emerging business opportunities could foster business development and collaboration with the area's artists and creative communities. First, an expanding creative film and multimedia infrastructure will require collaboration with visual and performing artists. Second, ecotourism and associated business infrastructures are awaiting invention and discovery as the new Organ Mountains-Desert Peaks National Monument evolves.

Consider the possibilities of a regional arts festival, for example, that could create synergies associated with these two major economic initiatives. Coordinated city and regional marketing planning could surely boost the obvious outdoors businesses and could potentially make them thrive. But there is a real possibility for innovative art enterprises and creative performance venues encouraging even broader business development.

Public art, as envisioned by the City Council and encouraged by the Council's arm, the City Art Board, could be a substantive, visual confirmation to the City's various business and public constituencies that art and artists matter in Las Cruces and southern New Mexico.

Economic prosperity is inextricably linked to artistic expression. Public art creatively expressing the relationship of working artists, our culture, our economy, and our history must be advocated for and fostered. Our commitment to this effort is an end result of the

stick that defines a vital, vibrant quality of life, but there must be a well-defined operational infrastructure for the City's public art activities.

For the City Art Board, public art and the business of art are not a trivial part of how Las Cruces is perceived. Art should be robustly promoted and funded. The economic and political effort, the time invested, and the costs involved in promoting public art and associated businesses in Las Cruces will more than be recouped.

Our strategic plan requires deliberative reorganization of the city's community and cultural affairs to strategically market public art and build support for the art community. Collaboration and coordination among city departments and agencies is needed. Rethinking and restructuring the governmental and public outlook and perception of public art, linked to strategic economic development is a daunting undertaking. But success in the endeavor — putting in place a structure and procedures that can accomplish what we all say we want and need — will be worth it.

Final Strategic Plan Combined Revisions, Draft #3 05/11/15