



**Santa Fe County**  
**Arts, Culture, Cultural Tourism Committee (ACCT)**

Projects, Facilities, and Open Space Conference Room  
901 W. Alameda, Suite 20C, Santa Fe, NM 87501

**Regular Meeting**

**April 14, 2017 at 2:00 pm**

*Please turn off cellular phones during the meeting*

**Agenda**

- I. Call To Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
  1. March 10, 2017
- V. Matters from the public
- VI. Matters from the committee
- VII. Discussion items
  1. Discussion and review of draft report for duties assigned by resolution 2014-35:
    - A. Identification of funding sources
    - B. Potential collaboration/partnerships
    - C. Reports of activities:
      - a. Inventory of arts, culture, cultural tourism entities
      - b. Inventory of crafts, cottage industries, arts related businesses
      - c. Recommendations of opportunities for branding and export markets
      - d. Recommendations of using existing SFC buildings to display art
  2. Additional discussion of status of subcommittees
- VIII. Action items (none)
- IX. Matters from county staff
- X. Next meeting ; May 12, 2017
- XI. Adjournment

# **DRAFT**

**SUBJECT TO APPROVAL**

**MINUTES OF THE**  
**SANTA FE COUNTY ARTS, CULTURE**  
**AND CULTURAL TOURISM COMMITTEE**

**March 10, 2017**

**Santa Fe, New Mexico**

This meeting of the Santa Fe County Arts, Culture, and Cultural Tourism Committee (ACCT) was called to order by Chair Ramona Sakiestewa at 2:05 p.m. on the above-cited date in the Projects, Facilities, and Open Space Conference Room, 901 W. Alameda, Suite 20C, Santa Fe, New Mexico.

A quorum was indicated with the following members present:

**Members Present:**

Ramona Sakiestewa  
Charlene Cerny  
Vaughn Irving  
Michelle Laflamme-Childs  
Jayne Levant  
Karen Nance

**Member(s) Excused:**

Deborah Torres

**Staff Present:**

Chris Hyer, Economic Development Manager  
Penny Ellis-Green, Growth Management Director

Those present introduced themselves.

**III. Approval of Agenda**

Ms. Levant moved approval as published and Ms. Laflamme-Childs seconded. The motion carried unanimously.

**VI. Approval of Minutes: February 10, 2017**

Ms. Laflamme-Childs made a motion to approve the minutes as submitted. Ms. Levant seconded and the minutes were unanimously approved with Mr. Irving abstaining.

## **VII. Matters from the Public**

None were offered.

## **VIII. Matters from the Committee**

Chair Sakiestewa asked who would work out the details associated with the proposed display cases. Ms. Ellis-Green replied that such things as who would look after the display cases in current and new County buildings, who would clean them, who chooses the artwork, could be worked out at a later date following a go-ahead by the Board of County Commissioners. Ms. Levant suggested it might be appropriate for this committee to take responsibility for the curating, perhaps through a subcommittee of three. Ms. Cerny suggested showing the work of prominent Santa Fe artists. Chair Sakiestewa stated they could make those recommendations to the BCC.

## **IX. Discussion Items**

### **A. Discussion of Status of Duties Assigned by Resolution 2014-35**

#### **1. Identification of Funding Sources**

Ms. Cerny noted a number of options were mentioned, such as lodgers tax, a one percent for public arts, bonding, and a gross receipts tax increment for quality of life. Mr. Hyer said the Lodgers Tax Advisory Board (LTAB) would be meeting the following week. Ms. Laflamme-Childs said one proposal would be to dedicate one percent of the budget of a construction or renovation project to art and one half a percent of road projects.

Ms. Cerny asked Mr. Hyer to report back from the LTAB meeting. Ms. Ellis-Green advised meeting with Don Moya, the Director of Finance, regarding the quality of life gross receipts increment and questions on bonding.

Mr. Hyer indicated he has been given the inventory list that Tomas Romero is working on and there will be an update next month. Mr. Hyer excused himself from the remainder of the meeting.

Ms. Ellis-Green said for the report before the BCC they could list what needs to be reviewed.

#### **2. Potential Collaborations/Partnerships**

Chair Sakiestewa said the biggest collaboration thus far has been with the corridor, including traditional communities. Cultural industries have yet to be contacted and questions remain on such things as inclusion of food, crafts, etc.

Ms. Laflamme-Childs said it is difficult to establish long-term relationships so this will be an ongoing, dynamic effort. As an example, she mentioned a partnership between the state and Edgewood on a community time project.

Ms. Cerny gave a synopsis of the committee's exploration of having vendors under the County's portal, similar to the City's portal vendors. This was ultimately rejected as unworkable.

**3. Reports of Activities**

- 1. Inventory of Arts, Culture, Cultural Tourism Entities**
- 2. Inventory of Crafts, Cottage Industries, Arts-Related Businesses**
- 3. Recommendations of Opportunities for Branding, Export Markets**
- 4. Recommendations of Using Existing SFC Buildings to Display Art**

Regarding the survey done in conjunction with the inventory, Chair Sakiestewa noted artists expressed little interest in branding. Ms. Ellis-Green said the survey would be on the County server. Chair Sakiestewa explained that it covered a wide variety of categories based on definitions from the National Endowment for the Arts. There was a question as to where the inventory list was available online.

Referring to possibilities for export markets, Chair Sakiestewa said there is a Japanese Consul General in Denver with an office in Albuquerque. Ms. Cerny said there is also an Office of International Trade in the State Economic Development Office. Additionally, there is a Sister City program that could offer possibilities. Carol Robertson Lopez could be invited to talk about sister cities.

The subject was broached of having Kristina Mihelcic, the County's Public Information Officer, meet with the committee regarding the new logo. Action on the logo was deferred pending the arrival of the new Commissioners. Ms. Ellis-Green said the branding effort was run through the LTAB. She noted the company that designed the logo also did a preliminary survey to elucidate the key concepts associated with Santa Fe.

Material prepared by Ms. Laflamme-Childs on the Art in Public Places program was not included in the packet and she volunteered to forward it to committee members. She stated she had looked into programs conducted by various other entities and settled on the recently revisited plan of Los Alamos. This consists of dedicating one percent of the budget of a construction or renovation project over \$20,000 being to a pool of money for arts projects that could be used anywhere in the county. One half of one percent of roads construction funds would go into the pool. In order to avoid resistance from agencies that feel money is being taken away from them, she recommended there be wording to the effect: "The budget you submit must have one percent dedicated to public art". The wording makes the program more palatable.

Los Alamos has an Arts Board, which Ms. Laflamme-Childs would not recommend.

**B. Discussion of Status of Subcommittees**

Ms. Levant suggested dropping the Arts Commission Subcommittee for the time being. The subcommittees decided upon were Public Art, Film and Performing Arts, and Marketing.

**X. Action Items**

None were presented.

**XI. Matters from County Staff**

None were presented.

**XII. Next Meeting: April 14, 2017**

**XIII. Adjournment**

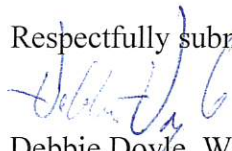
Having completed the agenda and with no further business to come before the ACCT, Chair Sakiestewa declared this meeting adjourned at approximately 3:25 p.m.

Approved by:

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Ramona Sakiestewa, Chair  
ACCT Committee

Respectfully submitted by:



Debbie Doyle, Wordswork

**Henry P. Roybal**  
*Commissioner, District 1*

**Anna Hansen**  
*Commissioner, District 2*

**Robert A. Anaya**  
*Commissioner, District 3*



**Anna T. Hamilton**  
*Commissioner, District 4*

**Ed Moreno**  
*Commissioner, District 5*

**Katherine Miller**  
*County Manager*

**DATE:** April 3, 2017  
**TO:** Penny Ellis-Green, Growth Management Director  
**FROM:** Chris Hyer, Economic Development Manager  
**RE:** Discussion and Status of Report to BCC of Resolution 2014-35

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### **Summary**

Discussion shall be continued regarding Resolution 2014-35 deliverables. This Resolution asked the ACCT committee to explore each of the items listed below. Agenda item VII. asks that a discussion and review of a draft report that will be presented to the Board of County Commissioners. The list of deliverables follows below:

- 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 nonprofit 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.

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Arts, Culture and Cultural Tourism (ACCT) Committee Report and Recommendation

Addendum A. Santa Fe County Commission Resolution No: 2014-35

Addendum B. ACCT Board Contact Information (Chris-need updated version)

Addendum C. Survey Monkey Art Survey and results (Chris-need Survey Monkey questions and results).

Addendum D. Santa Fe County Arts & Culture Survey for Northern Rio Grand National Historic Area Questionnaire (Chris-need final survey questions & current numbers of artists/art orgs etc from NRGNHA)

Addendum E. Santa Fe County Artisan Portal Program Feasibility Study (Strawman) Chris- in the Nov 13 2015 Meeting materials is the Mar 2 2015 City of Santa Fe letter and requirement forms for City plaza vendors and the "strawman" study.

Addendum F. Maker Space Overview and Option

Addendum G. Statutes Establishing Public Art Programs (Michelle need the 5 statues you list in your AIPP Recommendation, I have some but not all)

Addendum H. Additional Resources (Michelle need your resource attachment list again)



Draft

3/2017

## ARTS, CULTURE AND CULTURAL TOURISM (ACCT) COMMITTEE REPORT

The Board of County Commissioners of Santa Fe County approved, adopted and passed Resolution No: 2014-35, on April 29<sup>th</sup>, 2014.

*See Addendum A.*

The ACCT Board members where practicable represented the following sectors:

- a. The crafts cottage industry
- b. The cultural tourism industry (could include heritage tourism, ecotourism, and/or argri-tourism)
- c. General arts organizations
- d. The film/digital media industry
- e. Economic Development organizations

Under the aegis of David Griscom, from the Santa Fe County Economic Development Division the ACCT Board consisted of:

Ann Weisman (Chair)  
Jayne Levant (Vice-chair)  
Deborah Torres  
Michelle LaFlamme-Childs  
Charlene Cerny  
Rodger Holden  
Ramona Sakiestewa

Beginning on January 1, 2017 Chris Hyer replaced David Griscom.

The current ACCT Board is:

Ramona Sakiestewa (chair)  
Michelle LaFlamme-Childs (Vice-chair)  
Karen Nance  
Charlene Cerny  
Deborah Torres  
Jayne Levant  
Vaughn Irving

*See Addendum B for complete listing with contact info.*

The Resolution 2014-35 Deliverables are:

- 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, and cultural tourism industries throughout the County.
- C. To advise the 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 craftsman through branding and/or development of export markets.
  - d. Recommendations on the feasibility of using existing Santa Fe County buildings to showcase local artists and craftsmen.

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**Item C. a.** was addressed with a 10-question Art Survey using Survey Monkey (*see Addendum C.*) **Define survey.** The survey was emailed to artists, arts organizations, and related arts businesses in Santa Fe County. There were over **100** responses. The survey asked, ("Who was out there" both individuals and arts organizations and entities and what kind of programs might benefit them the most.)

Highlights from the survey are:

- Summer and Fall are identified as the biggest seasons for art sales.

- Word of mouth and their own business websites are the most effective forms of marketing for art businesses.
- Respondents believed that the creation of a central calendar for recurring arts related events combined with an artist's directory at a central website might benefit them.
- (That a "brand logo" or stamp **might/might not** be used to promote the artists arts/crafts. It would validate the authenticity of the art/craft and maker.)

Note: To that end, the ACCT Committee understood that the County was revamping the agency logo. If the ACCT Committee continued then perhaps there was a place for the screening of artists who might apply for and use the brand stamp. At the time of this report the ACCT Committee understands that the entire branding initiative has been suspended.

**Item C. b.** references ACCT's collaboration with the Northern Rio Grande National Heritage Area (NRGNHA) organization. The ACCT Committee formulated an instrument (**need digital copy of questionnaire for Addendum D.**) to gather names of artist, arts organizations and cultural entities in Santa Fe County. Under the supervision of Thomas Romero who heads NRGHA, data is continually being collected in Santa Fe County. The listings of the artists and related arts entities have a directory page on the NRGNHA website (riograndenha.com). To date there **are \_\_\_\_\_?** artist/organizations listed on the site. (*See Addendum D. for questionnaire*)

Note: The ACCT Committee had a strong interest in reaching out to the rural areas of the county and beyond the City of Santa Fe. If there were an available budget, notices posted in publications like "Land Water People Time", the "New Mexico Magazine" etc. would notify artists about the opportunity to list themselves, their studios, and arts organizations on the NRGNHA website. The listing service is an ongoing project and will need to be updated annually.

It would also be helpful if the NRGNHA directory linked directly to the Santa Fe Convention Bureaus website so that visitors to NM might see and utilize the artists listings in planning "what to do" and daytrips in and around Northern NM.

**Item C. d.** was thoroughly researched. It began with a **Santa Fe County Artisan Portal Program Feasibility Study** (*see Addendum E.*). The goal was to ascertain whether County buildings were appropriate venues for sales of arts/crafts/cottage products for Santa Fe County registered businesses and to demonstrate the viability of using County properties for public art sales and display.

The first location considered was the Grant Avenue Santa Fe County Government building. This was at the request of then County Commissioner

Miguel Chavez. After a review of other guilds and fairs the most compelling reports came from the City of Santa Fe Plaza Artist Vendor Program and the Palace of the Governors Native American Vendors Program. The Palace of the Governors has a complex and historic precedent for the program that is evaluated throughout the year and requires a dedicated manager. The Plaza Vendors Program is monitored daily by two fulltime employees. The ACCT Committee felt that an inordinate amount of personnel was required to manage and maintain a fair selection of a select few vendors.

Overall the Santa Fe County Artisan Portal Program was not effective or efficient enough to warrant further consideration.

Since Santa Fe County is building an additional new facility on the site of the County Courthouse building, Commissioner Miguel Chavez again tasked the ACCT Committee to review the possibility of a "maker space" within the new building.

Maker spaces are appearing in libraries, university settings and community centers across the country (*See Addendum F*). The nature of "making" varies with each venue.

Santa Fe has or is working toward several work/live spaces. There is CoLab, Make Santa Fe, and the Community Gallery which each address a variety of needs for creative making by Santa Fe County residents. Due to the number of existing "maker" and "creative" spaces we saw, we reviewed the physical feasibility of having a public making space within the new County building. It would require a substantial budget change order for expensive architectural adjustments, fire protection, and security to the building. It seemed impractical and expensive to have a maker space in the new County building.

As an option the ACCT Committee felt that architecturally integrated exhibit cases and display alcoves could be a potential venue for artists outside the City of Santa Fe but within the county to showcase their art/crafts. Similar to hotel cases, changing and themed exhibits might enliven the corridors in the new County building. It would require minimal personnel to facilitate the changing of cases 3 to 4 times per year. A selection process would need to be set up to approve participants and a minimal fee would be collected for maintenance fees of the space.

Note: Other than the new County Building on Grant Ave, it seemed impractical overall to use other County buildings for art exhibits, fairs or art sales. What emerged was an idea to develop a Percent for the Arts Program. Extensive research then developed into the following

recommendation for the Adoption of a Percent for the Art Program in Santa Fe County.

#### Recommendation for Adoption of a Percent for Art Program in Santa Fe County

The ACCT has explored different “percent for art” programs in the state of New Mexico in an effort to determine best practices, and to learn from the mistakes and challenges faced by other governmental agencies in adopting this type of program.

Among those researched are:

The State of New Mexico’s “Art in Public Places Act”  
The City of Albuquerque’s “Art in Municipal Places Ordinance”  
The City of Santa Fe’s “Art in Public Places Ordinance”  
Bernalillo County’s “Art for Bernalillo County Public Places Ordinance”  
Los Alamos County’s Ordinances establishing an Art in Public Places Board and an Art in Public Places Account

The statutes/ordinances establishing these programs are all attached for the Commission’s review.

In addition, the ACCT took into consideration information provided by the National Association of State Arts Agencies, identifying and summarizing the Public Art Programs in 27 states in the US.

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After careful consideration, the ACCT would like to recommend the Santa Fe County Commission consider adopting an ordinance to establish a formal and funded Public Art Program modeled after Los Alamos County’s program.

The Los Alamos County Art in Public Places Board and Account Ordinances was first established in 1988, and was revised in 2006. In 2016, new Policies and Guidelines were drafted and they were voted on and approved at the August 30, 2016 Town Council Meeting. The newly amended Policies and Guidelines are attached for the Commissions’ review.

Research indicated that a program modeled after the Los Alamos County program would be the simplest to administer and was recently amended to account for changing standards in the larger public art community.

Examples:

- Ex
- Ex
- Ex

The Los Alamos County program establishes an Art in Public Places Board, and the ACCT feels that those duties and responsibilities could easily be included as part of the responsibilities of the ACCT itself.

The Santa Fe County Commission would need to establish by ordinance a method of funding the proposed Art in Public Places program. The Los Alamos County model is the most streamlined and straightforward. Simply stated, the Commission would create an account for the purposes of facilitating the purchase, placement, and maintenance of county-owned works of public art. It would require that all capital improvement project budgets for buildings and roads where the total costs for architect, engineer, design, and construction exceed \$20,000 include an amount for the art in public places account. Qualifying facility construction/renovation shall include a 1% tax and road projects shall include a 0.5% tax. More details can be found in the accompanying Los Alamos County ordinance attached (*See Addendum G*).

Additional Attached Resources (*Addendum H*):

[What Is Public Art, Public Art Association](#)

[How Public Art Economically Benefits Cities, Project for Public Spaces](#)

[Why We Love--And Need--Public Art, Raquel Laneri, Forbes](#)

[Why Public Art is So Important!, Ulrik Neumann, West Hollywood Patch](#)

## Santa Fe County Arts and Culture Survey

Greetings:

Santa Fe County's Board of County Commissioners, through Resolution 2014-35, created an Arts, Culture and Cultural Tourism Committee (ACCT) to promote the County as a vibrant arts destination; to assist artists, non-profits and art-related businesses in marketing and selling their work; and to nurture cultural vibrancy in the County.

Per Resolution 2014-35, the ACCT is developing a County-wide inventory of arts, culture, cultural tourism non profits and related businesses so as to gain a deeper understanding of this important industry, and to explore ways to grow the industry. You are receiving this brief survey (no more than 5 minutes of your time) because the ACCT values your thoughts regarding what activities or initiatives would be most useful to YOU in accomplishing these goals. Please take a few minutes to share your ideas. The results from this survey will inform the recommendations the ACCT presents to the SF County Board of County Commissioners in the summer of 2016.

Thanks for your creative help,

Ann Weisman (Chair)

Jayne Levant (Vice Chair)

Charlene Cerny

Michelle Laflamme-Childs

Karen Nance

Ramona Sakiestewa

Deborah Torres

## SURVEY

1. What do you do? (check all that apply)

Artisan/craftsperson

Acting

Architecture

Arts Non Profit

Arts-related business

Costume

Culinary Arts

Cultural Non Profit

Cultural Tourism

business

Dance

Digital Media

Directing

Drawing

Fiction writer

Film

- Furniture
- Gallery
- Jewelry
- Metalwork
- Multimedia
- Museum
- Music
- Nonfiction writer
- Painting
- Photography
- Poet
- Pottery/Ceramics
- Printmaking
- Sculpture
- Set Design/lighting
- Singing
- Weaving/textiles
- Wood Carving
- Other: \_\_\_\_\_

2. Where are you located in Santa Fe County? Please give your zip code: \_\_\_\_\_.

3. List the benefits of being an artist/artisan/arts business in SF County

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4. Please rate the seasons regarding your best season for sales or events, with 1 being the best:

- Spring
- Summer
- Fall
- Winter

5. How do clients/customers/collectors or the public hear about you? How do you market yourself or your event(s)? Check all that apply.

- Advertising (Where? \_\_\_\_\_)
- Mailings
- Member of local arts council or local arts organization
- Mobile app
- Participation in a studio tour
- Publications
- Social media
- Word of mouth
- Your own web site
- Other

6. Please indicate which of the following opportunities and training/professional development topics would benefit you. Check all that apply.



- Art fairs/markets in the County
- Artists directory for Santa Fe County/ A page on a larger website to showcase your work
- Business plan development
- Artist in Residence program at a County-owned facility with makers space and business incubation space
- Central calendar for recurring arts related events in Santa Fe County
- County-sponsored Arts Trail (year round)
- Development of a studio tour
- Individual one on one business consulting (give topic: \_\_\_\_)
- Legal issues for artists/artisans
- List of artist services in Santa Fe County
- Marketing yourself and your art
- Media
- Overall brand/image for Santa Fe County
- General support on how to run an arts business
- Workshops for online sales platforms (like ETSY and Handmade@Amazon)
- Other: \_\_\_\_\_

7. Would you support a SF County 1% For The Arts Program, whereby 1% of each SF County-funded capital investment project would be allocated for the purchase, installation, and maintenance of public art?

Yes No

8. Would you support an increase in Lodgers Tax (the tax that is paid for hotel/inn/bed and breakfast rooms), from 4% to 5%, to support arts programs and advertising/promoting arts and cultural events in SF County?

Yes No

9. If a County-wide "Santa Fe" brand were developed, with messaging around "authentic," and "Made in Santa Fe," would it add value to your product or business and would you consider using any accompanying marketing material associated with the brand to enhance your sales or business image?

Yes No

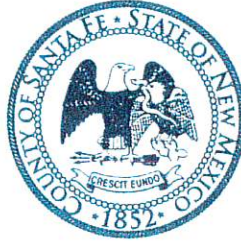
10. Would you be interested in participating in an Artist in Residency program in a County facility that would provide a makers space for artists and craftsmen to create and to develop the business elements of marketing art and craft?

That's all! Thank you for your time. You may also be interested in registering yourself as a Santa Fe County artist or artisan in a new online Artists/Artisans Directory, hosted on the Northern Rio Grande National Heritage Area website: <http://www.riograndenha.com/> under the "Meet The Artist" tab.

**Henry P. Roybal**  
*Commissioner, District 1*

**Miguel M. Chavez**  
*Commissioner, District 2*

**Robert A. Anaya**  
*Commissioner, District 3*



**Kathy Holian**  
*Commissioner, District 4*

**Liz Stefanics**  
*Commissioner, District 5*

**Katherine Miller**  
*County Manager*

TO: Santa Fe County Board of County Commissioners

FROM: David Griscom, Economic Development Manager

Via: Katherine Miller, County Manager  
Penny Ellis-Green, Growth Management Director

RE: Presentation and Update on the Arts, Culture, Cultural Tourism (ACCT) Committee Activities

DATE: February 23, 2016

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#### Background

The Board of County Commissioners passed Resolution 2014-35 on April 29, 2014, which created the Arts, Culture, Cultural Tourism committee. The committee consists of 7 members, representing the crafts cottage industry, the cultural tourism industry, general arts organizations, the film/digital media industry, and economic development. The committee includes members of all 5 Commission districts. Resolution 2014-35 established the committee for a period of 2 years, with the option to extend the time frame as necessary. The 2-year period expires on April 29, 2016.

#### Tasks

Per Resolution 2014-35 (Exhibit A), the committee's charge was the following:

- 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;
- 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;
- 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:

- An inventory of existing arts, culture, and cultural tourism non profit entities and their function or role;
- An inventory of existing crafts, cottage industries, cultural tourism, film/digital media, and arts-related businesses in Santa Fe County;
- Recommendations on how Santa Fe County can enhance opportunities for local artisans and craftsmen through branding and/or development of export markets; and
- Recommendations on the feasibility of using existing Santa Fe County buildings to showcase local artists and craftsmen.

#### Progress and Preliminary Recommendations

The committee has met 13 times since inception. 3 subcommittees have been established, which include: Inventory, Branding/Marketing, Partnerships/Collaborations. The committee worked closely with the Northern Rio Grande National Heritage Area in an effort to provide enhanced visibility of County artists, and to create an inventory of existing arts-related businesses and non profits. The committee also created a County-wide survey of County artists, which was sent out on Feb 5, and received 65 responses (as of Feb. 10). The initial responses thus far have highlighted the following pieces of information:

1. Summer and Fall are the biggest seasons for sales;
2. Word of mouth and business website are the most successful forms of marketing, with social media and publications ads following;
3. Artists in SF County would benefit most from a) creation of a central calendar for recurring arts-related events in Santa Fe County, b) establishment of an artist directory and landing page on a website, c) business training for artists (marketing, etc), d) overall brand/image for SF County;
4. A large majority of respondents (86%) would support a County Arts in Public Places program (1% of capital infrastructure investments would be set aside for public art);
5. A large majority of respondents (71%) would support an increase in the Lodgers Tax from 4% to 5% in order to support arts programs and advertising/promoting arts events in SF County

The committee is currently considering the following preliminary recommendations, all of which will require further research:

- Establishment of a County Arts Commission (may require funding)
- Establishment of an Art in Public Places Program (may require funding)
- Establishment of artist spaces/studios where artists can practice their art, art classes and training can be provided, etc
- Creation of a central calendar for recurring arts-related events in Santa Fe County (may require funding)
- Business training for artists (marketing, etc)

Depending on the interest and level of support from the Board of County Commissioners, the committee may request to amend Resolution 2014-35 in order to extend the 2-year expiration date and allow for more time to work on the above-mentioned preliminary recommendations.

Exhibit A: Resolution 2014-35

**Henry P. Roybal**  
*Commissioner, District 1*

**Anna Hansen**  
*Commissioner, District 2*

**Robert A. Anaya**  
*Commissioner, District 3*



**Anna T. Hamilton**  
*Commissioner, District 4*

**Ed Moreno**  
*Commissioner, District 5*

**Katherine Miller**  
*County Manager*

**DATE:** April 3, 2017  
**TO:** Arts, Culture, Cultural Tourism (ACCT) Committee Members  
**FROM:** Chris Hyer, Economic Development Manager  
**RE:** Agenda Item VII. 2.; Discussion of Subcommittees

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**Summary**

There have been various subcommittees formed and this agenda item will focus on how these committees can support the items in the Resolution. Further discussion of whether the subcommittees are complete with their review and what other issues should be discussed will be included.

## New County building

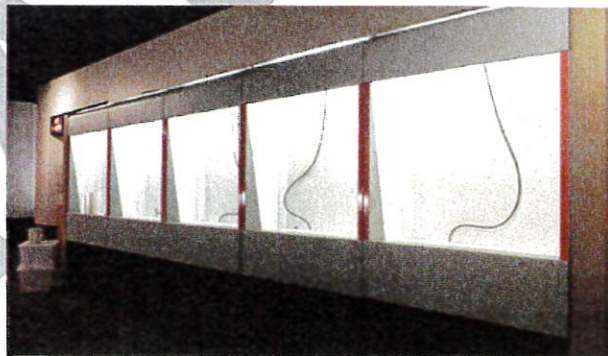
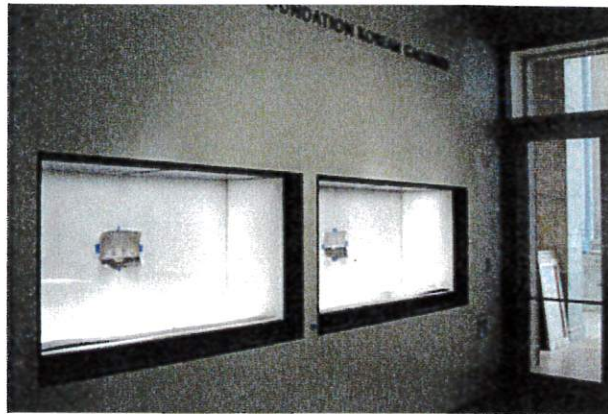
There are many considerations for a maker space in the new County Building. Depending on the activities that might take place, the insurance, liability, staffing, OSHA requirements, industrial venting (which is very noisy), industrial electrical upgrades, materials disposal for paint, sawdust etc., need to be thoroughly vetted with regulatory agencies and the architect. There will be additional upfront building expenses for OSHA compliance, for example, and long-term costs for county staffing and security. Questions to answer include: What are the hours of operation available for a County building? What will the scheduling and charge be for the space? Is there a real need with existing venues that cover a number of maker space program offerings?

An option for underserved artists, galleries, and tourism-based businesses outside of the incorporated city limit could be the addition of architecturally integrated exhibit cases and alcoves. This is similar in concept to the hotel cases that are rented to artists and businesses at La Fonda and the Inn at Loretto.

If the new County building develops a program of changing exhibits (three times per year) throughout the year it would become a feature to draw locals and visitors. This option could serve county artists/crafts people and related businesses that do not have city-centric representation. Beautiful art work exhibited in well lit, integrated exhibit cases and/or alcoves, in well trafficked public areas of the new building would keep the "public art" fresh and interesting.

The architectural plans might include 10 to 16 cases, 36" x 36" x 12" deep, and two 4' x 8' x 10' alcoves for larger 3D work like sculpture and furniture.

*Pros:* The advantages include minimal County staffing, change of artwork for many more vendors during the year, themed shows of artworks, and minimal maintenance for the county. The "call for exhibitors" could be done a year in advance to facilitate themed exhibits and general administration.



*Cons:* There would need to be some initial start up publicity letting the world know about the venue. The new County website could provide good PR on an ongoing basis, as well as linking with other sites that promote "what to do" in New Mexico.

*Pricing:* \$80 for 4 months.

La Fonda currently charges \$125/month and Inn at Loretto \$325/month.

Since the architect is in the process of developing drawings for the new building, there is still time to collaborate on the plan.



DRAFT

**Santa Fe County Arts & Culture and Cultural Tourism Committee (ACCT)**  
Recommendation for Adoption of a Percent for Art Program in Santa Fe County

In the resolution forming the ACCT (2014-35), specific deliverables were identified. The very first one is:

- A. To identify all existing and potential funding sources and other resources including Lodger's Tax, "1% for the arts" programs, the Quality of Life gross receipts tax, and bonding for ACCT activities, programs, projects, and organizations;

The ACCT has explored different "percent for art" programs in the state of New Mexico in an effort to determine best practices, and to learn from the mistakes and challenges faced by other governmental agencies in adopting this type of program.

Among those researched are:

The State of New Mexico's "Art in Public Places Act"  
The City of Albuquerque's "Art in Municipal Places Ordinance"  
The City of Santa Fe's "Art in Public Places Ordinance"  
Bernalillo County's "Art for Bernalillo County Public Places Ordinance"  
Los Alamos County's Ordinances establishing an Art in Public Places Board and an Art in Public Places Account

The statutes/ordinances establishing these programs are all attached for the Commission's review.

In addition the ACCT took into consideration information provided by the National Association of State Arts Agencies, identifying and summarizing the Public Art Programs in 27 states in the US.

After careful consideration, the ACCT would like to recommend the Santa County Commission consider adopting an ordinance to establish a formal and funded Public Art Program modeled after Los Alamos County's program.

The Los Alamos County Art in Public Places Board and Account Ordinances was first established in 1988, and was revised in 2006. In 2016, new Policies and Guidelines were drafted and they were voted on and approved at the August 30, 2016 Town Council Meeting. The newly amended Policies and Guidelines are attached for the Commissions' review.

Research indicated that the Los Alamos County program would be the simplest to administer and was recently amended to account for the changing standards in the larger public art community.

The Los Alamos County program establishes a Art in Public Places Board, and the ACCT feels that those duties and responsibilities could easily be included as part of the responsibilities of the ACCT itself.

The County Commission would need to establish by ordinance a method of funding the proposed Art in Public Places program, and again, the Los Alamos County model is the most streamlined and straightforward. Simply stated, the Commission would create an account for the purposes of facilitating the purchase, placement, and maintenance of county-owned works of art in public places by requiring that all capital improvement project budgets for buildings and roads where the total costs for architect, engineer, design, and construction exceed \$20,000 include an amount for the art in public places account. Qualifying facility construction/renovation shall include 1% and road projects shall include 0.5%. More details can be found in the accompanying Los Alamos County ordinance attached.

Additional Attached Resources:

[What Is Public Art, Public Art Association](#)

[How Public Art Economically Benefits Cities, Project for Public Spaces](#)

[Why We Love--And Need--Public Art, Raquel Laneri, Forbes](#)

[Why Public Art is So Important!, Ulrik Neumann, West Hollywood Patch](#)



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# FYI-M121

New Mexico  
Taxation and Revenue Department

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## FOR YOUR INFORMATION

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### MUNICIPAL GROSS RECEIPTS TAX LOCAL OPTIONS

Published by the

**TAXATION AND REVENUE DEPARTMENT**

Revised June 2013

receipts tax model ordinance.

### **MUNICIPAL QUALITY OF LIFE GROSS RECEIPTS TAX (7-19D-14)**

Municipalities may impose this tax to fund the promotion and expansion of cultural programs at a maximum rate of one-fourth of one percent (.25%). The tax can only be imposed prior to January 1, 2016, in increments of one-sixteenth of one percent (.0625%). The tax cannot be imposed for a period longer than 10 years but may be extended for additional ten-year periods through the adoption of subsequent ordinances. Revenue from the municipal quality of life gross receipts tax is to be dedicated to cultural programs and activities provided by local governments and to nonprofit or publicly owned cultural organizations and institutions. It may not replace other funding sources for existing programs. No increment of the municipal quality of life gross receipts tax may be effective until it is approved in an election by the majority of the voters in the municipality. Municipalities that impose the municipal quality of life gross receipts tax must appoint a cultural advisory board to oversee the revenue distribution. The cultural advisory board will establish qualifications for organizations to receive funding, develop guidelines and recommendations for funding levels and establish reporting requirements.

See page 8 for the municipal quality of life gross receipts tax model ordinance.

### **SUPPLEMENTAL MUNICIPAL GROSS RECEIPTS TAX**

Imposed by only two municipalities (until associated bonds are paid off), the proceeds are used to reconstruct water supply systems. No new enactments of this tax have been permitted since February 1986.

### **MUNICIPAL REGIONAL SPACEPORT GROSS RECEIPTS TAX (7-19D-15)**

The governing body of a municipality which has become a member of a regional spaceport district must, by December 31, 2008, impose by ordinance

June 2013

an excise tax at a rate not to exceed one-half of one percent (.50%) of taxable gross receipts of a person engaging in business in the municipality for the privilege of engaging in business. Such a tax may be imposed in increments of not less than one-sixteenth of one percent (.0625%), but in total may not exceed the one-half of one percent (.50%) limit. The governing body must dedicate at least 75 percent of the proceeds of this tax to the regional spaceport district for the financing, planning, designing, engineering and construction of a spaceport pursuant to the regional spaceport district act. The governing body may dedicate no more than 25 percent of the revenue for spaceport-related projects as approved by resolution of the governing body of the municipality. The tax cannot become effective until approved by a majority of voters in an election.

See page 9 for the municipal regional spaceport gross receipts tax model ordinance.

### **MUNICIPAL HIGHER EDUCATION FACILITIES GROSS RECEIPTS TAX (7-19D-16)**

Eligible municipalities may impose the municipal higher education facilities gross receipts tax up to one-fourth percent of one percent (.25%). An eligible municipality is one with a population of more than 50,000 in the last decennial census and which is located in a Class B County with a net taxable value for property tax purposes of more than \$2 billion<sup>4</sup>. The tax can be imposed in increments of one-sixteenth of one percent (.0625%). The tax cannot be imposed for a period longer than 20 years. Revenue from the municipal higher education gross receipts tax is to be dedicated for acquisition, construction, renovation or improvement of facilities of a four-year post-secondary public educational institution located in the municipality and acquisition of or improvements to land for those facilities or payment of municipal higher education facilities gross receipts tax revenue bonds issued pursuant to Chapter 3, Article 31 NMSA 1978. No increment of

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<sup>4</sup> Currently Rio Rancho (Sandoval County) is the only eligible municipality for the municipal higher education facilities gross receipts tax.

# 2017

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### 2017 Santa Fe County, New Mexico Sales Tax



### Local Sales Tax - Santa Fe County

Tax Jurisdiction	Sales Tax
New Mexico State Sales Tax	5.13%
Santa Fe County Sales Tax	1.88%
City Sales Tax	N/A
Special Sales Tax	N/A
<b>Combined Sales Tax</b>	<b>7.00%</b> <a href="#">[Is this data incorrect?]</a>

[Download all New Mexico sales tax rates by zip code](#)

The Santa Fe County, New Mexico sales tax is **7.00%**, consisting of **5.13%** [New Mexico state sales tax](#) and **1.88%** Santa Fe County local sales taxes. The local sales tax consists of a 1.88% county sales tax.

- The **Santa Fe County Sales Tax** is collected by the merchant on all qualifying sales made within Santa Fe County
- Groceries are exempt from the Santa Fe County and New Mexico state sales taxes
- Santa Fe County collects a 1.875% local sales tax, **the maximum local sales tax** allowed under New Mexico law
- Santa Fe County has a **lower sales tax** than 62.2% of New Mexico's other cities and counties

**Santa Fe  
County New  
Mexico Sales**

### Tax Exemptions

[AdChoices](#) | [1 Sales Tax by Zip Code](#) | [2 Sales Tax Rate](#) | [3 Property Taxes](#)

In most states, essential purchases like medicine and groceries are exempted from the sales tax or eligible for a lower sales tax rate. Santa Fe County doesn't collect sales tax on purchases of most **groceries**. Certain purchases, including alcohol, cigarettes, and gasoline, may be subject to additional [New Mexico state excise taxes](#) in addition to the sales tax.