

# **2005-2015 Creative Cities Network Report**

## **A Platform for Cultural Sector Development and International Recognition of Santa Fe**

**March 1, 2016**

Responsible agency:  
City of Santa Fe Arts Commission  
P.O. Box 909  
Santa Fe, New Mexico USA 87504-0909  
+1 505-955-6707

Prepared by:  
Sabrina V. Pratt  
SVPratt Creative Strategies  
Santa Fe, New Mexico USA

## **Executive Summary**

### *Background, Key Public Policies, Results*

It was an honor for Santa Fe to be appointed to the UNESCO Creative Cities Network in 2005. Recognition of the city's rich culture, and the ensuing engagement internationally, has led to increasingly rich and diverse activity.

This community has much success and experience in sustaining and developing cultural assets. Further, it has long been known as an arts-rich location within the United States. With an abundance of creative enterprises employing curators, designers, dancers, musicians, visual artists, actors and more, Santa Fe is a rich melting pot of talent and creativity.

These jobs are in numerous for-profit galleries and studios located in Santa Fe's many arts districts, non-profit arts organizations such as The Santa Fe Opera and other performing arts institutions, festivals including Southwestern Association for Indian Arts and the International Folk Art Alliance, museums, including the almost 100 year-old New Mexico Museum of Art, and creative sector small businesses. The level and depth of professional expertise in this small city is unparalleled.

The Santa Fe City government has been proactive for over 30 years in fostering the sustainable development of cultural assets, while maintaining their authenticity. The community takes pride in its unique cultural heritage, working to maintain a flourishing arts community, employ artists and attract tourism.

Key public policies include two revenue streams that are dedicated to arts and culture. The City allocates one percentage point of Santa Fe's hotel bed tax to the City's cultural agency, the Arts Commission, in support of local arts organizations that present performances, exhibitions and festivals. Two percent of the cost of City buildings and infrastructure is dedicated to support public artworks that employ artists, contribute to the arts economy, build awareness of the arts in the community and enhance civic spaces throughout the city.

A key economic development policy is to foster small business development in the creative industries. The City's Community Gallery is a downtown, public location featuring locally-produced art. Santa Fe artists access training in business and professional skills in the gallery. Innovative cultural entrepreneurship programs developed and operated with expert community partners by the City of Santa Fe Economic Development Division benefit and enlarge the cultural industries sector. These include networking for young professionals and business accelerator programs.

Directly attributed to Santa Fe's membership in the UCCN:

- Expansion of the creative economy through Creative Tourism and exhibits of Santa Fe-made art in cities around the globe, which allows creative professionals to expand their incomes;
- Increased sharing of professional expertise between representatives of Santa Fe working as artists, museum professionals, educators, cultural planners, and non-profit and governmental arts administrators and colleagues in the same professions from cities around the world has a significant impact;
- Thousands of new media impressions on the general public, governmental officials and creative industries professionals in cities around the world of Santa Fe as a travel destination with unique cultures and unparalleled beauty; and
- Middle school, high school and college students and educators learning from visiting artist presentations in Santa Fe as well as student exchanges.

Santa Fe has found that participating in the UCCN brings international recognition of its active cultural industry along with opportunities to participate in activities around the globe. More international awareness of Santa Fe's unique history and strong cultural traditions continues to evolve. This results in invitations for Santa Fe's cultural sector leaders to share best practices and speak at international conferences as well as for Santa Fe artists to present their work in other countries. Finally, sharing of ideas by city-level elected officials through presentations, networking and meetings offers results for the economic and community development of their cities.

## **General Information**

Santa Fe, New Mexico, USA

City of Crafts and Folk Arts and City of Design

Date of Designation: 2005

Date of Current Report: March 1, 2016

Report prepared by:  
City of Santa Fe Arts Commission

Contact person:  
Debra Garcia y Griego, Director  
City of Santa Fe Arts Commission  
P.O. Box 909  
Santa Fe, New Mexico USA 87504-0909  
+1 505-955-6707

## **Contribution to the Network's Global Management**

UCCN Annual Meetings Attended: 2006 – 2015

UCCN Annual Meeting Hosted: October 2006  
(Creative Tourism Conference planning and annual meeting during Santa Fe Design Week)

UCCN Cities of Craft and Folk Art Subgroup Meeting Hosted: July 2013  
(International Folk Art Market)

International Conference Hosted: 2008

Financial and/or in-kind support to UNESCO Secretariat: \$10K for sponsorship of UNESCO anniversary events

Membership of the Steering Group: 2012 – 2016

Participation in Evaluation of Applications: 2014

## **Major Initiatives/Activity Highlights**

Since gaining the UCCN designation in 2005, Santa Fe has been making intercultural connections within the community, raising the visibility of Santa Fe's arts and cultural assets and bringing attention to Santa Fe's wealth of artists and cultural resources via various global platforms.

Programs have been designed to serve our community—increasing economic opportunity, educating our young people, bringing about social justice and making our city more livable.

### **Arts Education - Development of New Cultural Assets**

*UCCN Objective: Integrating culture and creativity into local development strategies and plans.*

2010: The New Mexico School for the Arts, a high school offering pre-professional instruction in the performing and visual arts was established. Building and sustaining our cultural assets must start with our children. This school brings the most talented youth from around our state to Santa Fe to receive an immersive arts-based high school education. Ensuring that every student has access to a comprehensive arts education is key to building our next generation of citizens. City leaders worked closely with the New Mexico School for the Arts to find a permanent site for the school that was purchased in 2015.

2009: When Santa Fe's privately-owned four-year liberal arts college was on the verge of bankruptcy, the City purchased the campus and negotiated a long-term lease with Laureate Education, Inc. to operate a four year arts and design university on the campus. The Laureate-operated Santa Fe University of Art and Design brings creative young people from across the world to Santa Fe, provides local youth with educational opportunities and forms part of the foundation of a vibrant creative economy in Santa Fe.

### **Creative Economy Building**

#### **Creative Tourism**

*UCCN Objective: Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.*

2006 – 2008: Santa Fe responded to UNESCO's interest in exploring the new concept of creative tourism. Santa Fe worked with the other Network members and hosted a conference for over 200 registrants. Following the presentation of the *Santa Fe International Conference on Creative Tourism, A Project of the UNESCO Creative Cities Network* in late 2008, the City of Santa Fe Arts Commission built a professional development program for artists and a website directory of creative tourism workshops that was promoted to travelers. This is truly a case of the UCCN inspiring the development of new opportunities for creators in the cultural sector.

Starting in 2009 artists were engaged to list existing and new workshops on the website. Their offerings were jointly promoted by the City. As of mid 2015 the website had over 200 artists offering 230 workshops in the previous 12 months, and more than 500 calendar events. Based on reports filed annually by 17 – 23% of the participating artists, the program generated over \$297,000 in reported income over five years.

“As of June 2015, over 500 people had participated in business development classes and/or received personalized consultations to develop creative tourism programming. Curriculum has included project management, new website and blog development, content development for existing websites, building online visibility, developing social media presence, and improving visitor engagement skills. Through the business development program, artists become acquainted with Santa Fe’s ever-growing arts and business networks while acquiring the skills necessary to build engagement with potential visitors. This increases their ability to identify and cultivate new business relationships, strengthen existing relations, and increase revenue streams. Artists who have struggled to find enough students [to fill] infrequent workshop offerings in the past are now adding multiple workshops each month.”<sup>1</sup>

2015-2016: SantaFeCreativeTourism.org was merged with SantaFe.org, the City’s primary source of information for tourists. Travelers seeking authentic, hands-on classes and workshops can easily find hotels, restaurants and outdoor activities all at one time. The creative professionals education component of Creative Tourism is now run as part of the professional development program for artists at the City of Santa Fe’s Community Gallery.

2012: The City of Santa Fe co-hosted a webinar titled: *Creative Tourism: Continuing the Global Conversation*. The collaborators included Professor Greg Richards, co-founder of the creative tourism concept and Caroline Couret, leader of Creative Tourism Network, an international organization headquartered in Barcelona, Spain.

2009: *Creative Tourism, A Global Conversation* was published. Chapters were written by conference presenters and UCCN city representatives.

### **Global Trade Initiative**

*UCCN Objective: Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy.*

2014: The Santa Fe Global Trade Initiative (SFGTI) is a working group of the Business and Quality of Life Committee and was formed to enhance and unlock international opportunities for local businesses and to diversify the regional economy. SFGTI hosted a global trade workshop in June 2014 for companies interested in exporting. It covered topics such as: building a solid export plan, using government export assistance, and lessons from a successful exporter.

---

<sup>1</sup> 2014-15 Santa Fe Creative Tourism Final Report

## **Santa Fe Arts + Creativity Center**

*UCCN Objective: Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector and integrating culture and creativity into local development strategies and plans.*

Essential to Santa Fe's continuing evolution and ongoing renewal as an arts and cultural center is increasing the availability of rental housing and work space for cultural workers. A public-private partnership is addressing this by developing live/work rental units for creatives and affordable shared work and commercial space. Since 2012, the Santa Fe Arts + Creativity Center has been in the predevelopment phase: building support, identifying the site and determining feasibility. The results to date are:

- A survey of artists verifying demand for both rental housing and work space
- Commitment of City-owned land in an industrial area exhibiting arts and cultural activity that has been underground and is now coming into public view and expanding.
- Award of a \$150,000 matching grant from the very competitive federal government's National Endowment for the Arts "Our Town" program.

## **Professional Exchanges**

*UCCN Objective: Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector. Sharing experiences, knowledge and best practices.*

2013 - 2016: Incheon, S. Korea ceramic artists Lee Dae Young and other members of a ceramics cooperative participated in the International Folk Art Market in 2013 and 2014, and will again in 2016.

2015: Susan York and Frances Parker, Santa Fe sculptors, participated in the International Ceramic Festival, Incheon, S. Korea. York's reaction to the experience: "I have never seen anything like the Icheon Ceramic Festival. I think thousands of people come there. It is famous all over Korea. There are booths of commercial, handmade and master pottery. There are schools. In the booth we were in there were more than 15 potters/sculptors. People of all ages come and they are genuinely interested. It's very inspiring."

2014: Rod Lambert, manager of the City of Santa Fe Community Gallery, attended a meeting hosted by the Center for the Study of the Creative Economy at Doshisha University in Kanazawa, Japan. Representing the staff of the Arts Commission, Mr. Lambert shared Santa Fe's Creative Tourism experience as part of larger discussions about the varied approaches to creative tourism that other participating cities utilized. Mr. Lambert also learned about approaches to growing the industrial design and the film industries. He also contributed to international conversations regarding solutions to innovate governmental art funding in Japan. The country was experiencing tension between traditional and contemporary art vying for resources in a primarily traditional culture. This meeting also developed relationships between arts leaders and

administrators internationally. Best practices for incorporating creative economies in the planning, development and promotion of municipalities were shared.

2012: Santa Fe artists Heidi Loewen and Rose B. Simpson participated in the annual International Ceramic Festival and demonstrated ceramics techniques at the Korea Institute of Ceramic Engineering and Technology.

2011 and 2012: Mr. Han Do-Hyun, noted ceramic artist from Icheon, S. Korea, visited Santa Fe to promote and sell his master-level traditional ceramics. Santa Fe citizens and visitors benefited from interacting with Mr. Han and seeing his work on exhibit at the International Folk Art Market in 2012 at Gebert Gallery.

- 2 demonstrations for SFCC ceramics students
- Large pieces donated to Santa Fe Community College

2011: Nicolasa Chávez, Curator of Spanish Colonial and Contemporary Latino/Hispano Collections at the Museum of International Folk Art, participated in a UNESCO Creative Cities conference in Kanazawa, Japan titled *Modernity of Crafts*. The conference featured four invited curators/artists representing UCCN cities: Shenzhen, China; Icheon, S. Korea; Kanazawa, Japan and Santa Fe.

### **Student Exchanges/Citizen to Citizen Diplomacy**

*UCCN Objective: Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals, including women and youth.*

In the last ten years, Santa Fe has been very active in citizen-to-citizen diplomacy through the Sister Cities program, UCCN and the Inter-city Intangible Cultural Cooperation Network (ICCN). All three provided city-to-city connections and platforms for citizens and artists to work on common objectives. The relationship with ICCN came about as a result of Santa Fe's participation in a meeting hosted by the South Korean UNESCO Commission in Seoul.

### **Young Artist/College Student Exchanges**

2012 – 2014: Participated in the City of Kanazawa, Japan's "Creative Waltz," which sends students of the Kanazawa College of Arts to UNESCO Creative Cities. Over a three year period, two young glass artists and one jeweler visited Santa Fe through this program. Two of the three students made lasting professional relationships with Santa Fe artists at Liquid Light Studio and the Poeh Center.

### **Sister Cities Program**

Started in 1956 during the presidency of Dwight D. Eisenhower, the mission of Sister Cities International is to "promote peace through mutual respect, understanding, & cooperation — one individual, one community at a time." Relationships with Santa Fe's ten sister cities are facilitated by volunteers.



2013: One of Santa Fe's most recent Sister City relationships was formalized when UCCN-member Icheon, S. Korea signed a Sister City Agreement with Santa Fe. A strong relationship formed due to both cities' involvement in the UCCN Crafts and Folk Arts sub-network. After several exchanges had occurred on professional and political levels, the opportunity to also work together through Sister Cities was formalized in 2013.

#### Santa Fe's Sister Cities

Bukhara, Uzbekistan  
Holguin, Cuba  
Icheon, South Korea  
Livingstone, Zambia  
Parral, Mexico

Santa Fe de la Vega, Granada, Spain  
San Miguel de Allende, Mexico  
Sorrento, Italy  
Tsuyama, Japan  
Zhang Jia Jie, Hunan Province, PRC

#### **Middle and High School Student Exchanges**

2013 – 2016: The Santa Fe Sister City Committee implemented a "Sister Schools" initiative to establish relationships between middle and high schools that will result in students traveling from Santa Fe to Sister Cities as well as students from those cities visiting Santa Fe. In 2016, two students will be arriving from Spain to attend St. Michael's High School and one student from St. Michael's High will be going to Spain.

2014 and 2012: Ten middle school students from Tsuyama, Japan visited Santa Fe and were hosted by Monte del Sol Charter School and Santa Fe School for the Arts & Sciences families.

2013: Monte del Sol Charter School middle and high school students (approximately 20) visited Tsuyama, Japan. This trip is organized every two to three years by Japanese language teacher Shari Osgood.

2010-2012: Santa Fe Public Schools teachers taught study modules on Santa Fe's Sister Cities with the support of small grants from the Council on International Relations via Partners in Education for the Santa Fe Public Schools.

#### **Santa Fe and UCCN Awareness-Building**

*UCCN Objective: Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.*

Since becoming a member of the UNESCO Creative Cities Network in 2005, the City has actively engaged in fostering international relations through the Network, Sister Cities International, Inter-city Intangible Cultural Cooperation Network, the Council on International Relations and other outlets. These efforts have created opportunities for participation in exhibitions and festivals around the world. They have also allowed elected officials, civil servants and community members to travel to international cities to deliver presentations at conferences and festivals.

## **Exhibits and Performances Featuring Santa Fe Artists**

2014: **Sculpture Biennial**, Icheon, S. Korea, sculptor and educator Paula Castillo.

2013: **2<sup>nd</sup> International Triennale of Kogei in Kanazawa**, “The Arts—Grounded in Region.” An exhibit of the work of nine Santa Fe artists, curated by Nicolasa Chávez, Museum of International Folk Art Curator of Spanish Colonial and Contemporary Latino/Hispano Collections: Arthur López, Camilla Trujillo, Catalina Delgado Trunk, Delbert Buck, Irvin L. Trujillo, Juan López, Kevin Burgess de Chávez and Drew Codutti, Luís Tapia, Marion C. Martínez, Mel Rivera and René Zamora. <http://www.kanazawa-kogeitriennale.com/english/index.html>.

2013: Mariachi Mestizo of Santa Fe performed at the **Zhangjiajie Music Festival**. The musicians were warmly embraced; often they became the hub of impromptu jam sessions. At the end of the Festival they were awarded the Best Musical Group from the entire festival. Sister Cities International awarded Santa Fe and Zhangjiajie Best Cultural Exchange in their 2014 U.S. - China International Sister Cities competition.

2012: **ICCN World Intangible Culture Festival**, Gangneung, South Korea. Along with other performers from around the world, Todd and the Fox, a Santa Fe-based banjo and drum duo, performed in a series of approximately eight performances. These performances took place in spaces ranging from larger concert tents containing more than 1000 people, to more intimate and idyllic shows on the oceanfront or in a park for hundreds of school children. A rough estimate of people reached is 4,000 direct listeners. The band also had the opportunity to work with and get to know many performers from other countries, including Sicily, France, Mongolia and South Korea. Todd and the Fox even performed in an “American blues” jam session on stage with the Sicilian group Delegation Siciliana.

<https://www.youtube.com/watch?v=f8Pjz1ETTEo>

Tesuque Pueblo artist Bea Duran participated in a number of showcases that featured her hand-carved drum work and knowledge of Southwestern Native American agriculture. These cultural displays exposed many thousands to Duran’s work and the Tesuque way of life. Duran also walked in a parade in traditional dress. In addition, Duran and the Todd and the Fox duo attended several dinners with the various ICCN delegates. The artists reported that many thousands of people left the ICCN festival with new and positive impressions of Santa Fe.

2011: **UNESCO Creative Cities exhibit** of the work of David Gaussoin and Heidi Loewen at the Design Center in Seoul, S. Korea.

## **Presentations at International Meetings**

February 2015: *Sustaining and Developing Cultural Assets: Santa Fe’s Approach* at 2015 Capital Americana de La Cultura in San Juan, Puerto Rico by Javier M. Gonzalez, Mayor and Peter N. Ives, Esq., Mayor Pro Tem, City of Santa Fe

October 2014: *Santa Fe's Approach to Nurturing Culture for Sustainable Development* at Third UNESCO World Forum on Culture and Cultural Industries in Florence, Italy by Peter N. Ives, Esq., Mayor Pro Tem, City of Santa Fe

October 2014: *Santa Fe's Approach to Nurturing Culture for Sustainable Development* at VIII Annual Meeting of the UNESCO CCN in Chengdu, China by Peter N. Ives, Esq., Mayor Pro Tem, City of Santa Fe

July 2013: UCCN Crafts and Folk Arts Sub-network Meeting hosted in Santa Fe.

October 2012: *Promoting Cultural Heritage as a Creative City: The Santa Fe Experience* presented at the 2012 International Symposium of Cultural Heritage and Creative Cultural City by Rebecca Wurzbarger, Mayor-Pro Tem, City of Santa Fe.

September 2012: World Historical and Cultural Cities Exposition in Nanjing, China by Sabrina Pratt, former Arts Commission Director.

November 2011: *Advancing Santa Fe's Unique Cultural Assets* presented at UCCN meeting, Seoul, S. Korea by Rebecca Wurzbarger, Mayor-Pro Tem, City of Santa Fe.

September 2011: Presentations at ICCN Workshop and International Youth Forum on Santa Fe's intangible cultural heritage by Sabrina Pratt, Arts Commission Director and *Mentorship, and its Relationship to Intangible Cultural Heritage* by Wesley Carr, student at The Master's Program in Gannat, France.

September 2011: *Strength in Numbers* presented at Museums Galleries Scotland Conference, Edinburgh, Scotland by Sabrina Pratt, City of Santa Fe Arts Commission Director.

December 2010: Presentation at International Conference on Creative Tourism, Barcelona, Spain by Darby Parliament, Consul for Political and Administrative Affairs at the U.S. Consulate General in Barcelona.

December 2010: Presentation on new media and technology at UNESCO Creative Cities Meeting, Shenzhen, China by Frank Ragano, co-director of Parallel Studios and Currents.

October 2010: Presentation at Inter-City Intangible Cultural Cooperation Network Meeting, Czech Republic by Andrea Poole, 2006 - 2009 Arts Commissioner.

October 2010: *Santa Fe's Vibrant Arts & Cultural Districts* presented at a forum in Incheon, S. Korea and "Santa Fe's Youth – Involved in City Government and Cultural Activities" presented in Gangneung, S. Korea by Sabrina Pratt, Arts Commission Director.

September 2010: *The Importance of Creative Enterprise to the Development of Territories* at a meeting of the Mercado Atlantico de Creation Contemporanea in Santiago de Compestala, Spain by Mayor Pro Tem Rebecca Wurzburger.

November 2009: Presentation on the development of Santa Fe through cultural identity, World Cities Management Workshop organized by the General Council of the Forum of Cultures, Naples, Italy by Cynthia Graves, Guestcurator.com Owner and Arts Commissioner and Sabrina Pratt.

September 2009: Presentation on Santa Fe's festivals and events that support intangible cultural heritage at Inter-city Intangible Cultural Cooperation Network Meeting, Kingston, Jamaica by Cynthia Graves, Guestcurator.com Owner and Arts Commissioner.

September 2009: *How Santa Fe Supports its Cultural Industries* presented at UNESCO World Forum on Culture and Cultural Industries, Milan, Italy by Mayor Pro Tem Rebecca Wurzburger.

September 2009: Article published by South Korean UNESCO Commission: *Santa Fe: A Small City with a Big Commitment to Arts and Culture, September 2009* by Sabrina Pratt.

July 2009 : *Santa Fe, A Creative City* presented by Sabrina Pratt to Forum on UNESCO Creative Cities Network, a meeting hosted by South Korean UNESCO Commission for S. Korean cities.

## Future Directions/Action Plan 2016 – 2020

The progressive stance taken by Santa Fe toward facilitating the continuing evolution of its creativity drives it to participate in the UCCN, a forum for learning from other communities and sharing Santa Fe's unusual and successful cultural history.

As we make plans for the future, we note that while culture provides a pathway to community development, when it is engaged to bring about sustainable social and economic change we must always be mindful of preserving the unique character of our community.

### Local Initiatives, Programs & Projects

#### A. Develop local infrastructure and capacity, 2016 – 2018.

*UCCN Objective: Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.*

- i) Gather baseline data on international activity throughout Santa Fe.
- ii) Develop an organization outside the City government to manage Santa Fe's participation in the UNESCO Creative Cities Network and associated programming along with other international relationships and opportunities.
- iii) Determine the best model for future participation in the UCCN by researching best practices of other member cities, e.g. narrow focus on promotion of the artists/creators of the designated art form; focus on tourism promotion; or other cities' use of the membership as an umbrella for all international affairs.
- iv) Establish a City committee with representation from the general public and/or other City committees working on projects and programs with current or possible future international aspects. Currently, this would include UCCN, the Global Trade program, Arts Commission, Business and Quality of Life Committee, Film Commission, and Sister Cities program. This committee and an assigned staff liaison will provide a central point of communication for interface with the management organization.

#### B. Partner in the development of the Santa Fe Arts + Creativity Center – affordable live/work rental units and shared resource space for creative including craftspeople, folk artists and designers, 2016 – 2019.

*UCCN Objective: Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy.*

- i) Provide City-owned property and waive development fees (under consideration by City Council and sub-committees at the time of the writing of this report).
- ii) Provide knowledge and best practices from City of Santa Fe staff members.
- iii) Provide knowledge and best practices from other UCCN member cities.

- C. Support urban planning efforts in the center of Santa Fe with artist-led community organizing and interventions, 2016 – 2020.  
*UCCN Objective: Making creativity an essential component of urban development, notably through partnerships....*
- i) Contribute to a community effort to secure a national Artplace grant.
  - ii) Promote collaboration between artists, City departments and neighborhoods to achieve urban planning goals.

### **International Initiatives, Programs & Projects**

- A. Hold an annual summit of Santa Fe international relations partners with the objective of enhancing international work currently being done in isolation.  
*UCCN Objective: Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.*
- i) Document the previous year's work of arts and cultural institutions based in Santa Fe.
  - ii) Determine what can be strategically grown out of UCCN with participation from other community partner institutions.
  - iii) Develop collaboration on projects for the next 1-3 years by determining leverage points and partnerships in these areas:
    1. Youth Education
    2. Professional Development
    3. Diplomacy
    4. Branding that supports city vibrancy and sustainability by:
      - a. Retaining and attracting a young demographic to live in Santa Fe,
      - b. Achieving economic impacts on the development of business, and
      - c. Attracting tourists.
- B. Continue youth exchanges with other cities.  
*UCCN Objective: Improving access to and participation in cultural life...notably for marginalized or vulnerable groups and individuals...*
- i) Host college level students from Cities of Craft and Folk Arts.
  - ii) Plan an exchange with Icheon, S. Korea for high school students and faculty members in collaboration with Sister Cities.
- C. Continue festival and other presentation opportunities for artists from UCCN cities.  
*UCCN Objective: Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy.*
- i) Inform and engage newly appointed Cities of Craft and Folk Arts to help their local artists apply to the International Folk Art Market.
  - ii) Engage other Santa Fe festivals in presenting artists from UCCN cities.

## Annual Budget

Consulting fees for UCCN activities	\$25,000
Fees and honorariums for artists, designers and cultural providers for UCCN activities	\$20,000
Travel for officials to participate in UCCN activities	\$10,000
Operating expenses	\$8,300
Personnel for UCCN activities	\$40,000*
Rent, utilities, etc.	\$10,000*
TOTAL	\$113,300

\*Non-cash contribution by City

## Communication

The City of Santa Fe's primary efforts to raise awareness of the UCCN are through tourism-related information sources and local organizations involved in international relations such as the International Folk Art Alliance. The UNESCO logo continues to be used on the Tourism Santa Fe website, which is the primary source of information for tourists. The City's local partners in international work who are not yet using the logo will be encouraged to include it on websites, social media, print materials, etc. Most public relations and marketing of arts and culture-centered activities is led by the Arts Commission using social media, email and advertising.

### Social Media

The Arts Commission will continue to emphasize Facebook as the best social media asset. Based on 2015 successes, posts will focus on a human-interest bent. As staffing resources allow, the Commission's Twitter account may be un-linked from its Facebook page in order to begin crafting tweets that are better suited to the media and its users. The visual nature of Instagram makes it another obvious area of expansion.

### Email

The Arts Commission will build on a program of E-blasts aimed at local area partners and the general public that was started in 2015. The list of contacts will be expanded to include the UCCN representatives, Sister Cities and other international contacts. Messages will be crafted so that they are relevant and wanted.

### Advertising

An informational video on the arts and cultural work of the City of Santa Fe will be produced and posted on [santafeartscommission.org](http://santafeartscommission.org), Facebook, and the City's Youtube and cable channels. It will also be available for use at the Mayor's Awards and other programs. A tagline will be developed for use on all marketing and outreach materials. Simple, understandable and action driven, the tagline will help constituents immediately understand the work of the Arts Commission. Although the advertising budget is limited and therefore only local, existing advertising efforts will be refined to better promote the full range of the Commission's work.

## Appendix

### Data & Statistics

#### Contribution of Cultural Industries Santa Fe, New Mexico

- With a population of less than 100,000, Santa Fe ranks as the number one metropolitan area by percentage of writers and authors in the labor force, according to a study by the National Endowment for the Arts. The same study notes that Santa Fe is tied with San Francisco for the highest concentration of architects, writers and fine artists in the United States. (<https://www.arts.gov/publications/artists-and-art-workers-united-states-findings-american-community-survey-2005-2009-and>)
- A 2014 study by the Bureau of Business and Economic Research at the University of New Mexico in Albuquerque, New Mexico, found that one in 10 jobs in New Mexico are tied to arts and cultural industries. (*Renewing the Creative Economy in New Mexico*, [https://bber.unm.edu/pubs/NM\\_CreativeEconomy\\_report\\_0814.pdf](https://bber.unm.edu/pubs/NM_CreativeEconomy_report_0814.pdf))
- Richard Florida states in his book “The Rise of the Creative Class” that Santa Fe has more cultural assets per capita than any other city in the United States. (New York: Basic Books, 2002)

### Data & Statistics

#### Contribution of Cultural Industries in the United States

- **Staging economic success** - Between 1998-2013, performing arts (both for-profit and nonprofit industries) – including music, theater, opera, circus, ice-skating, and magic shows – showed a combined 4.6 percent annual growth rate, well above the 1.1 percent average annual growth rate for all ACPSA commodities. In particular, over the same period, the growth rates for opera production and theater were 7.5 and 6.3 percent, respectively.
- **Show me the numbers** - In 2013, arts and cultural production contributed \$704.2 billion to the U.S. economy, or 4.23 percent of GDP. Arts and culture produced more than some other sectors, such as construction (\$619B) and utilities (\$270B). Top arts and culture industries included: broadcasting (excluding sports); motion picture industries; publishing (excluding Internet); arts-related retail trade (such as art galleries, book stores, and music stores); performing arts companies and independent artists, writers, and performers; and creative advertising services.
- **Culture outpaces other sectors** - Over the 15-year period (1998-2013), arts and cultural production grew by \$165 billion or 32.5 percent. The annual growth rate for arts and culture as a whole (1.8 percent) was on par with that of the total U.S. economy (1.9 percent). But it grew faster than other sectors such as accommodation and food services (1.4 percent), retail trade



- (1.3 percent), and transportation and warehousing (1.1 percent).
- **Online evolution** - The industry with the fastest growth in arts and culture production between 1998 and 2013 was “other information services,” a category that includes online publishing, broadcasting, and streaming services (12.3 percent). Other fast-growing industries were sound recording (9.5 percent), arts-related computer systems design (including services for films and sound recordings) (7.7 percent), and regular broadcasting (5 percent).
  - **Arts employment** - In 2013, arts and cultural sector employed 4.7 million wage and salary workers, earning \$339 billion. Industries employing the largest number of ACPSA workers include government (including school-based arts education), retail trade, broadcasting, motion picture industries, and publishing.
  - **Exporting American culture** - Since 2006, U.S. arts and culture has run a trade surplus that’s grown every year (currently at \$24.1B in 2013). Top 2013 arts and cultural exports were: movies and TV shows (\$15.9B), arts-related software publishing (i.e. games, photo processing software) (\$9.9B), jewelry and silverware (\$8.1B), creative advertising (\$7.1B), architectural services (\$3B). Copyright-intensive types of commodities (movies, TV, arts-related software publishing and advertising) accounted for \$33B or more than half of all ACPSA exports (\$59.5 billion). Top export markets for movies/TV shows: the United Kingdom (22.6 percent), Canada (9.3 percent), Germany (8.8 percent), France (5.1 percent), Australia (4.8 percent), and Japan (4.2 percent).
  - **America, creative powerhouse** - While there’s no one way to define the creative economy, a good proxy is GDP produced by copyright-intensive industries (like broadcasting, movies, publishing, and performing arts). In 2013, arts and cultural production made up nearly half of the entire U.S. copyright-intensive creative economy (\$435B of \$887B). Copyright-intensive arts and cultural production are among the fastest-growing of all ACPSA goods or services, with an average annual growth of 3.5 percent versus 1.8 percent for all ACPSA production between 1998-2013.

See more at: <https://www.arts.gov/news/2016/arts-and-cultural-production-contributed-7042-billion-us-economy-2013#sthash.BrK1XM7E.dpuf>