

City of Santa Fe, New Mexico

LEGISLATIVE SUMMARY

Resolution No. 2014-__

Nighttime Economy

SPONSOR(S): Councilors Wurzburger and Ives

SUMMARY: The proposed resolution supports efforts to retain younger talent and invigorate Santa Fe's nighttime economy. If approved, a task force would be created to make action recommendations to the governing body.

PREPARED BY: Rebecca Seligman, Legislative Liaison Assistant

FISCAL IMPACT: Yes

DATE: February 10, 2014

ATTACHMENTS: Resolution
FIR

**ACTION SHEET
ITEM FROM THE
PUBLIC WORKS/CIP AND LAND USE COMMITTEE MEETING
OF
MONDAY, FEBRUARY 10, 2014**

ITEM 25

REQUEST FOR APPROVAL OF A RESOLUTION SUPPORTING EFFORTS TO RETAIN YOUNGER TALENT AND INVIGORATE SANTA FE'S NIGHTTIME ECONOMY AND CREATING A TASK FORCE TO MAKE ACTION RECOMMENDATIONS TO THE GOVERNING BODY (**COUNCILOR WURZBURGER**) (**KATE NOBLE**)

PUBLIC WORKS COMMITTEE ACTION: Approved on Consent

SPECIAL CONDITIONS OR AMENDMENTS:

STAFF FOLLOW UP: Add Councilor Ives as a Co-sponsor

VOTE	FOR	AGAINST	ABSTAIN
CHAIRPERSON WURZBURGER	Excused		
COUNCILOR CALVERT, Acting Chair	X		
COUNCILOR IVES	X		
COUNCILOR RIVERA	X		
COUNCILOR TRUJILLO	Excused		

1 CITY OF SANTA FE, NEW MEXICO

2 RESOLUTION NO. 2014-__

3 INTRODUCED BY:

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5 Councilor Rebecca Wurzbarger

6 Councilor Peter Ives

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10 A RESOLUTION

11 SUPPORTING EFFORTS TO RETAIN YOUNGER TALENT AND INVIGORATE SANTA
12 FE'S NIGHTTIME ECONOMY AND CREATING A TASK FORCE TO MAKE ACTION
13 RECOMMENDATIONS TO THE GOVERNING BODY.

14
15 WHEREAS, Santa Fe's labor force is shrinking and one known reason for this is that
16 younger workers are departing for other cities and are not being retained; and

17 WHEREAS, the lack of nightlife has been repeatedly named as a key issue for this
18 demographic; and

19 WHEREAS, the cost of real estate, an aging population and other factors have led to
20 disproportionately high barriers for a thriving nighttime economy in Santa Fe; and

21 WHEREAS, music, theatrical performance, dance and other live art forms are critical to
22 maintaining a strong artistic economy in Santa Fe; and

23 WHEREAS, these art forms contribute to creating vibrant cities for people of all ages and
24 many responsible adults buy beverages and generate the revenue which supports the businesses of
25 nighttime economies; and

1 **WHEREAS**, Santa Fe’s economic development plan seeks to strengthen and diversify the
2 economy; and

3 **WHEREAS**, Santa Fe is expected to have 1,000 residents turn 65 each year for the next 25
4 years and the senior population is expected to double from 2010 to 2020; and

5 **WHEREAS**, many cities are creating plans to address changing demographics and Santa Fe
6 needs a long-term plan to attract and retain younger people as residents, visitors, business owners and
7 workers.

8 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
9 **CITY OF SANTA FE** that the Governing Body supports efforts to retain younger people and
10 invigorate the nighttime economy. Such efforts are a priority for the City of Santa Fe.

11 **BE IT FURTHER RESOLVED** that:

12 **Section 1.** Economic development staff is directed to design and execute a selection
13 process for a portfolio of nighttime economy pilot projects each of which will receive a small
14 scholarship (not to exceed \$5,000 in total) to take immediate action to invigorate the nighttime
15 economy and gather information on possible long-term, systemic solutions.

16 **Section 2.** The Economic Development Review Committee (EDRC) shall be the
17 selection committee for this portfolio of projects.

18 **BE IT FURTHER RESOLVED**, that the Governing Body hereby establishes the Nighttime
19 Economy Task Force (“Task Force”).

20 **Section 1. PURPOSE:** The purpose of the Task Force is to make recommendations on
21 how to invigorate Santa Fe’s nighttime economy that will impact in the short, medium and long-term.

22 **Section 2. DUTIES AND RESPONSIBILITIES:** The Task Force shall:

- 23 A. Take a comprehensive look at the issues contributing to a vibrant nighttime economy,
24 including, but not limited to: public policies; transportation; venue space and location
25 availability; alcohol permitting, service and safety; zoning; noise and traffic

1 concerns; and costs to do business.

2 B. Develop a set of short-term, low cost solutions to be piloted within the year and used
3 to inform a long-term plan to be presented to the governing body.

4 C. Develop a set of recommendations for systemic medium and long-term solutions
5 including a plan to build and maintain a vibrant nighttime economy.

6 D. Explore the possibility of a 'nighttime economy zone' or other solutions to develop
7 and diversify Santa Fe's economy and to address the need for different areas to serve
8 different needs and populations in a growing city.

9 E. Maintain a private sector perspective and seek to stimulate private sector partnerships
10 and investment.

11 F. Investigate incentives and ways to lower costs including, but not limited to: the use of
12 city owned buildings, parks and other properties; providing for shared equipment, use
13 of a municipal liquor license, parking ticket waivers; kiosks for listing and other
14 communication.

15 G. Investigate models for incentivizing and invigorating activity at existing venues and
16 other locations.

17 H. Report to the City Business and Quality of Life Committee ("CBQL") on a monthly
18 basis on the progress of the Task Force, until a final plan is completed and presented
19 to the CBQL.

20 **Section 3. MEMBERSHIP; OFFICERS; TERM:**

21 A. Within two months of the adoption of this resolution, the City Business and Quality
22 of Life Committee ("CBQL") shall provide Task Force member nominations to the
23 mayor for appointment, with the approval of the governing body.

24 B. The Task Force shall consist of five to ten members who will represent a diverse
25 constituency surrounding the nighttime economy and may be representatives of

1 private businesses, artist organizations, non-profits, community activists, local
2 colleges and universities and other organizations.

3 C. The Task Force shall select its own chairperson from the appointed members.

4 D. The members shall serve until they complete their duties and responsibilities as set
5 forth above.

6 E. Members shall serve without compensation

7 **Section 4. VACANCIES:** Vacancies on the Task Force shall be filled in the same
8 manner as initial appointments.

9 **Section 5. MEETINGS; DURATION:** The Task Force shall meet at least once per
10 month and shall conduct public meetings in accordance with the Open Meetings Act and adopted city
11 policies and procedures. Unless further extended by the Governing Body, the Task Force meetings
12 shall conclude no more than nine months from the date of passage of this resolution.

13 **Section 6. STAFF LIAISON:** Economic Development staff shall serve as the liaison to
14 the Task Force.

15 PASSED, APPROVED AND ADOPTED this ____ day of _____, 2014.

16
17
18 ATTEST:

DAVID COSS, MAYOR

19
20 _____
21 YOLANDA Y. VIGIL, CITY CLERK

22 APPROVED AS TO FORM:

23 
24 _____

25 KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

M/Melissa/Resolutions 2014/Nighttime Economy

City of Santa Fe Fiscal Impact Report (FIR)

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

Section A. General Information

(Check) Bill: _____ Resolution: X
(A single FIR may be used for related bills and/or resolutions)

Short Title(s): A resolution supporting efforts to retain younger talent and invigorate Santa Fe's nighttime economy and creating a task force to make action recommendations to the Governing Body.

Sponsor(s): Councilor Wurzburger

Reviewing Department(s): Housing and Community Development

Persons Completing FIR: Kate Noble Date: 2/5/2014 Phone: 955-6915

Reviewed by City Attorney: Kelly A. Bunnar Date: 2/6/14
(Signature)

Reviewed by Finance Director: [Signature] Date: 2/13/14
(Signature)

Section B. Summary

Briefly explain the purpose and major provisions of the bill/resolution:

The resolution is meant to assist in the retention of younger people in Santa Fe by reinvigorating the nighttime economy. It provides for a portfolio of small actionable projects to stimulate the nighttime economy and provide an opportunity to test and learn from some ideas. It also establishes a task force which will provide a set of short, medium and long term recommendations to the Governing Body.

Section C. Fiscal Impact

Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:

- a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)
- b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)
- c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)*

I. Projected Expenditures:

- a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)
- b. Indicate: "A" if current budget and level of staffing will absorb the costs
"N" if new, additional, or increased budget or staffing will be required
- c. Indicate: "R" – if recurring annual costs
"NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs
- d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
- e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director: _____

_____ Check here if no fiscal impact

Column #:	1	2	3	4	5	6	7	8
	Expenditure Classification	FY <u>13/14</u>	"A" Costs Absorbed or "N" New Budget Required	"R" Costs Recurring or "NR" Non-recurring	FY _____	"A" Costs Absorbed or "N" New Budget Required	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected

Personnel*	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Fringe**	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Capital Outlay	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Land/ Building	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Professional Services	\$5000 _____	_____	_____	\$ _____	_____	_____	_____	_____ <i>22116</i>
All Other Operating Costs	\$2700 _____	_____	_____	\$ _____	_____	_____	_____	_____
Total:	\$7700 _____	_____	_____	\$ _____	_____	_____	_____	_____

* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. **For fringe benefits contact the Finance Dept.

2. Revenue Sources:

- a. To indicate new revenues and/or
- b. Required for costs for which new expenditure budget is proposed above in item 1.

Column #:	1	2	3	4	5	6
	Type of Revenue	FY _____	"R" Costs Recurring or "NR" Non-recurring	FY _____	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected

_____	\$ _____	_____	\$ _____	_____	_____	_____
_____	\$ _____	_____	\$ _____	_____	_____	_____
_____	\$ _____	_____	\$ _____	_____	_____	_____
Total:	\$ _____	_____	\$ _____	_____	_____	_____

3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

The resolution provides for \$5,000 to be used for a series of small projects to invigorate the nighttime economy and nine meetings in accordance with the public meetings act at \$300 per meeting. Budgets will be from the existing budget in FY 2013/14 for the Economic Development Division. No budget increase is necessary.

Section D. General Narrative

1. Conflicts: Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

None

2. Consequences of Not Enacting This Bill/Resolution:

Are there consequences of not enacting this bill/resolution? If so, describe.

If this resolution is not enacted, then it is unlikely that a community group will work collaboratively to develop a plan to address Santa Fe's lackluster nightlife.

3. Technical Issues:

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

No.

4. Community Impact:

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

The bill may have positive effects in creating momentum to address an issue which has been identified as critical to retaining young people in this community. It will build a coalition to work collaboratively in the community to address this issue.

Form adopted: 01/12/05; revised 8/24/05; revised 4/17/08