



# City of Santa Fe, New Mexico

## LEGISLATIVE SUMMARY

### Resolution No. 2015-\_\_\_\_ Meow Wolf Support

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**SPONSOR(S):** Councilors Rivera and Lindell

**SUMMARY:** The proposed resolution supports Meow Wolf and their project, The House of Eternal Return and efforts to diversify the economy, revitalize an economically distressed neighborhood and provide a unique family entertainment option for Santa Fe.

**PREPARED BY:** Rebecca Seligman, Legislative Liaison Assistant

**FISCAL IMPACT:** Yes

**DATE:** August 3, 2015

**ATTACHMENTS:** Resolution  
FIR



1           **WHEREAS**, Meow Wolf will produce in central Santa Fe a unique, family entertainment  
2 experience focused on art, imagination, and play which will give local and tourist families a much-  
3 needed option of activity; and

4           **WHEREAS**, Meow Wolf will produce a family entertainment experience and cultural  
5 attraction that will strengthen Santa Fe's standing in the art, technology and tourism industries; and

6           **WHEREAS**, through the development of this project Meow Wolf is bringing together artists,  
7 developers, designers, musicians, filmmakers, writers and other creative workers to develop a large  
8 scale interactive installation and experience; and

9           **WHEREAS**, Meow Wolf will create 80 short-term jobs between May and November, 2015  
10 and 30 full-time, and 35 part time retainable jobs in the City of Santa Fe, beginning in November of  
11 2015; and

12           **WHEREAS**, this family entertainment experience will be delivered at an affordable cost for  
13 all local Santa Fe families; and

14           **WHEREAS**, the Meow Wolf project is an important force in revitalizing an economically  
15 distressed area of town including a 33,000 sq. ft. building and 2.7 acre lot of land on Rufina Circle;  
16 and

17           **WHEREAS**, Meow Wolf will offer hands-on arts education opportunities in a central area of  
18 town that is easily accessible by families that live in all four city districts; and

19           **WHEREAS**, the project brings together artistic designers with computer programmers and  
20 digital fabrication tools to create a product development and prototyping facility capable of  
21 manufacturing exportable products from Santa Fe; and

22           **WHEREAS**, Meow Wolf will offer high-tech job training and usage of digital fabrication  
23 tools (CNC Router, Laser Cutter, 3D Printer, etc.) to employees and the community at large, and

24           **WHEREAS**, the facility's outdoor space will be a venue for hosting community events that  
25 will bring surrounding, diverse Santa Feans together; and

1           **WHEREAS**, Meow Wolf will offer open venue space for music events and live performance  
2 to better support an ecosystem of creative development in the performing arts.

3           **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**  
4 **CITY OF SANTA FE** recognizes the economic importance of the Meow Wolf project and shall  
5 allocate up to \$60,000 of funds to the project for the following economic development services:

- 6           1. Employment and skill development of a minimum of 40 individuals
- 7           2. High-tech training on digital fabrication tools
- 8           3. A minimum of 20 internship opportunities for SFUAD and other students
- 9           4. Online gift shop for local products
- 10          5. A minimum of 25 products in some stage of development and prototyping to end up as  
11           exportable products
- 12          6. A minimum of six patent applications
- 13          7. Opening to the public of an interactive family oriented attraction

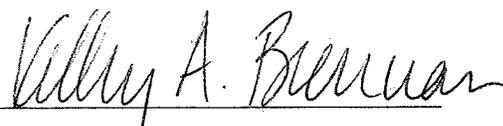
14           PASSED, APPROVED, and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

15  
16 \_\_\_\_\_  
17 JAVIER M. GONZALES, MAYOR

18 ATTEST:

19  
20 \_\_\_\_\_  
21 YOLANDA Y. VIGIL, CITY CLERK

22 APPROVED AS TO FORM:

23   
24 \_\_\_\_\_  
25 KELLEY A. BRENNAN, CITY ATTORNEY

*M/Legislation/Resolutions 2015/Meow Wolf support*

### 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 TO SUPPORT MEOW WOLF AND THEIR PROJECT, THE HOUSE OF ETERNAL RETURN AND EFFORTS TO DIVERSIFY THE ECONOMY, REVITALIZE AN ECONOMICALLY DISTRESSED NEIGHBORHOOD AND PROVIDE A UNIQUE FAMILY ENTERTAINMENT OPTION FOR SANTA FE.

Sponsor(s): Councilors Rivera and Lindell

Reviewing Department(s): Housing and Community Development Department

Persons Completing FIR: Kate Noble Date: 8/3/15 Phone: 955-6915

Reviewed by City Attorney: *Villy A. Berman* Date: 8/4/15  
(Signature)

Reviewed by Finance Director: *[Signature]* Date: 8-4-2015  
(Signature)

**Section B. Summary**

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

The proposed resolution supports Meow Wolf project, The House of Eternal Return and efforts to diversify the economy, revitalize an economically distressed neighborhood and provide a unique family entertainment option for Santa Fe.

**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)\*

**1. 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: *[Signature]*

\_\_\_\_\_ Check here if no fiscal impact

Column #:	1	2	3	4	5	6	7	8
	Expenditure Classification	FY 2015/16	"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	\$60,000	_____	_____	\$ _____	_____	_____	_____
	All Other Operating Costs	\$ _____	_____	_____	\$ _____	_____	_____	_____
	Total:	\$60,000	_____	_____	\$ _____	_____	_____	_____

\* 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 2015-16	"R" Costs Recurring or "NR" Non-recurring	FY _____	"R" Costs -- Recurring or "NR" Non-recurring	Fund Affected
	_____	\$60,000	NR	\$ _____	_____	Economic Development Fund (22116.510340)
	_____	\$ _____	_____	\$ _____	_____	_____
	_____	\$ _____	_____	\$ _____	_____	_____
	Total:	\$60,000	NR	\$ _____	_____	_____

**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.)

Economic Development Fund – Business unit 22116-line item 510340. The funds for this resolution are included in the approved budget for economic development in FY 2015/16

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**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 staff is aware of

**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, the high technology fabrication training, internship opportunities, development of new patents and the opening of an innovative interactive family entertainment facility in Santa Fe would be delayed and there would be a reduced capacity for product development.

**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.

This project will generate positive economic and social impacts to the City. Meow Wolf will invigorate the Siler Road area of the City which is an economically disadvantaged area of Santa Fe. Meow Wolf will provide cutting edge family entertainment, create jobs of artists, develop innovative patents and provide fabrication training for Santa Fe area residents. They will train 40 individuals, create 20 internships, develop 28 exportable products, and register six patents. They will also provide family entertainment to families and satisfy a need identified in the Southwest Planning Initiative in 2011.