

1 CITY OF SANTA FE, NEW MEXICO

2 RESOLUTION NO. 2014-13

3 INTRODUCED BY:

4
5 Councilor Rebecca Wurzburger Councilor Chris Rivera
6 Councilor Peter Ives Mayor David Coss
7 Councilor Chris Calvert Councilor Patti Bushee
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10 A RESOLUTION

11 DIRECTING STAFF TO WORK TO SUPPORT DEVELOPMENT OF THE SANTA FE
12 “ARTS + CREATIVITY CENTER” AS AN ECONOMIC DEVELOPMENT PROJECT TO
13 PROVIDE AFFORDABLE LIVE, WORK, CREATION, PERFORMANCE, SALES SPACE
14 FOR ARTISTS AND CREATIVE BUSINESSES IN SANTA FE AND TO STRENGTHEN
15 SANTA FE’S ECONOMY.
16

17 WHEREAS, in April 2004, the City of Santa Fe adopted an economic development strategy
18 that recommended a strong focus on the City’s creative industries; and

19 WHEREAS, to fulfill that mandate, in early 2005 the City responded by funding the
20 formation of Creative Santa Fe, a 501(c)(3) not-for-profit organization to serve as a backbone
21 organization to guide development of creative economic development in Santa Fe, and to leverage
22 private resources to accomplish economic development initiatives; and

23 WHEREAS, since then, the development of a project like the “Arts + Creativity Center” has
24 been discussed and this project fits both the City of Santa Fe’s current economic development
25 strategy and the City of Santa Fe’s affordable housing strategy; and

1 **WHEREAS**, Santa Fe is losing its young and mid-career workers, many of whom are leaving
2 the city due to the lack of affordable housing; and

3 **WHEREAS**, only 38% of Santa Fe’s workers live in the city, which dropped from 51% in
4 2002; and

5 **WHEREAS**, the only net new job growth in Santa Fe from 2007 - 2010 was in sole-
6 proprietor jobs, which many are in arts, culture, design, entertainment and media; and

7 **WHEREAS**, one quarter of all jobs in Santa Fe are sole-proprietor jobs and Santa Fe has the
8 largest percentage of self-employed workers of any metropolitan area in the state of New Mexico; and

9 **WHEREAS**, creative workers and businesses in Santa Fe have a proven record of exporting
10 products and services and attracting tourists to the city earning 39 cents of every new dollar that flows
11 into Santa Fe from outside the county which is the definition of economic base jobs; and

12 **WHEREAS**, the creative sector led the way in producing increased gross receipts tax
13 revenue in the second half of 2013; and

14 **WHEREAS**, educational services; arts and entertainment; information and cultural
15 industries; professional, scientific and technology; and accommodation and food sectors of Santa Fe’s
16 economy expanded so the city achieved the greatest economic output since the pre-recession 2007-
17 2008 fiscal year; and

18 **WHEREAS**, Santa Fe University of Art and Design (SFUAD) will soon have 1,000 students
19 enrolled from the Santa Fe community, United States and internationally; and

20 **WHEREAS**, Santa Fe Community College, IAIA and St. John’s College along with SFUAD
21 are graduating hundreds of creative young people each year who will build the next generation of
22 businesses and jobs based on creativity and will sell their products locally and into global markets;
23 and

24 **WHEREAS**, the City of Santa Fe’s 2013 Housing Needs Assessment Update determined that
25 the greatest unmet market need for affordable housing is rental units at or below \$500 per month; and

1 **WHEREAS**, the City of Santa Fe participated in an artists' and creative individuals and
2 businesses market survey along with Creative Santa Fe, Artspace Projects, the largest non-profit
3 developer of affordable arts live-work spaces in the country, and other community organizations to
4 understand and quantify the needs of the creative community for affordable spaces; and

5 **WHEREAS**, 534 individuals and 89 businesses answered the survey, of the respondents:

- 6 • 60% earn incomes at or below the area median income;
- 7 • 49% who want to relocate into affordable space earn 60% or less than the area median
8 income;
- 9 • 30% are 30 years old or younger; and
- 10 • 80% indicated they would consider staying in Santa Fe over relocating to another
11 community if affordable live-work space were available; and

12 **WHEREAS**, the survey results support creation of up to 85 new, affordable live-work units
13 in Santa Fe and up to 40 studio only spaces and additional shared gallery, performance, educational,
14 creation, and conference space; and

15 **WHEREAS**, the top three preferred locations identified by survey respondents for affordable
16 creative spaces were the Santa Fe Railyard, Baca Street area, Downtown Santa Fe and the St.
17 Michaels Drive area;

18 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
19 **CITY OF SANTA FE** that:

- 20 1. Staff is directed to work with Creative Santa Fe; other community arts, culture and
21 creative organizations and businesses; and Artspace Projects to support development of
22 the Santa Fe "Arts + Creativity Center";
- 23 2. Staff from of the Economic Development Division, Office of Affordable Housing, and
24 Santa Fe Arts Commission will work together to produce a plan to move this project
25 through several planning and implementation steps to completion;

1 3. The City Manager shall direct additional resources to the project, based on the needs that
2 arise as the project moves forward.

3 4. Staff shall also explore the placement of the project on city property.

4 5. Staff shall provide the Governing Body updates on the progress of the project, no less
5 than quarterly.


6 **BE IT FURTHER RESOLVED** that the project phases will include site selection and site
7 control; project design and finance modeling, preparation of a Low Income Housing Tax Credit
8 application to the New Mexico Mortgage Finance Authority that will be supported by the City of
9 Santa Fe, and finally construction and leasing of the facility.

10 **BE IT FURTHER RESOLVED** that the project will be a public private/partnership:

11 1. Fifty thousand dollars (\$50,000) from the Economic Development Division, Office of
12 Affordable Housing or Community Development Block Grants will be designated for the
13 next phase of development, site selection and site control, and contracted through
14 Creative Santa Fe; and

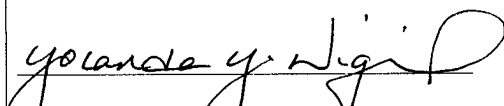
15 2. Local Creative Santa Fe and other non-profit organizations will raise money from the
16 community to match the City's investment.

17 PASSED, APPROVED, and ADOPTED this 26th day of February, 2014.

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20 DAVID COSS, MAYOR

21 ATTEST:

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24 YOLANDA Y. VIGIL, CITY CLERK

1 APPROVED AS TO FORM:

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A handwritten signature in cursive script, reading "Kelley A. Brennan", is written over a horizontal line.

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KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

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M/Melissa/2014 Resolutions/2014-13 Creative Santa Fe Arts