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CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2014-16

INTRODUCED BY:

Councilor Rebecca Wurzbarger

Councilor Peter Ives

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.

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

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

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

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

WHEREAS, these art forms contribute to creating vibrant cities for people of all ages and many responsible adults buy beverages and generate the revenue which supports the businesses of 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 proposed by the community each of which
14 will receive a small scholarship (not to exceed \$5,000 in total – e.g. five projects at \$1,000 each, or
15 ten projects at \$500 each, or two projects at \$1,500 each and one at \$2,000) to take immediate action
16 to invigorate the nighttime economy and gather information on possible long-term, systemic
17 solutions.

18 **Section 2.** The Economic Development Review Committee (EDRC) shall be the
19 selection committee for this portfolio of community proposed projects.

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

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

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

25 A. Take a comprehensive look at the issues contributing to a vibrant nighttime economy,

1 including, but not limited to: public policies; transportation; venue space and location
2 availability; alcohol permitting, service and safety; zoning; noise and traffic
3 concerns; and costs to do business.

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

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

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

11 E. Maintain a private sector perspective and seek to stimulate private sector partnerships
12 and investment.

13 F. Investigate incentives and ways to lower costs including, but not limited to: the use of
14 city owned buildings, parks and other properties; providing for shared equipment, use
15 of a municipal liquor license, parking ticket waivers; kiosks for listing and other
16 communication. Such investigation shall also include examining the liability
17 concerns and issues for the city on any of the recommended actions or resources to be
18 used.

19 G. Investigate models for incentivizing and invigorating activity at existing venues and
20 other locations.

21 H. Report to the City Business and Quality of Life Committee (“CBQL”) on a monthly
22 basis on the progress of the Task Force, until a final plan is completed and presented
23 to the CBQL and the Governing Body.

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

25 A. Within two months of the adoption of this resolution, the City Business and Quality

1 of Life Committee ("CBQL") shall provide Task Force member nominations to the
2 mayor for appointment, with the approval of the governing body.

3 B. The Task Force shall consist of five to ten members who will represent a diverse
4 constituency surrounding the nighttime economy and may be representatives of
5 private businesses, artist organizations, non-profits, community activists, local
6 colleges and universities and other organizations.

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

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

10 E. Members shall serve without compensation

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

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

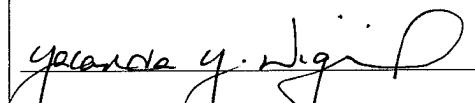
17 **Section 6. STAFF LIAISON:** Economic Development staff shall serve as the liaison to
18 the Task Force.

19 PASSED, APPROVED AND ADOPTED this 26th day of February, 2014.

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22 ATTEST:



DAVID COSS, MAYOR

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25 YOLANDA Y. VIGIL, CITY CLERK

1 APPROVED AS TO FORM:

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4 KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

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25 *M/Melissa/Resolutions 2014/ 2014-16 Nighttime Economy*