

Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico

Research presented by
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2014

Research funded by
New Mexico Department of Cultural Affairs



Role of Arts & Culture in Economic Development

- Art & culture are essential to maintaining a sense of community and identity in a globalized world.
- Art & culture is big business globally, in the US, and in New Mexico.
- No longer a luxury that follows prosperity, arts & culture have become an essential precondition of prosperity and economic development –
 - ❖ Creating an innovative & entrepreneurial environment.
 - ❖ Recruiting and developing a skilled workforce.

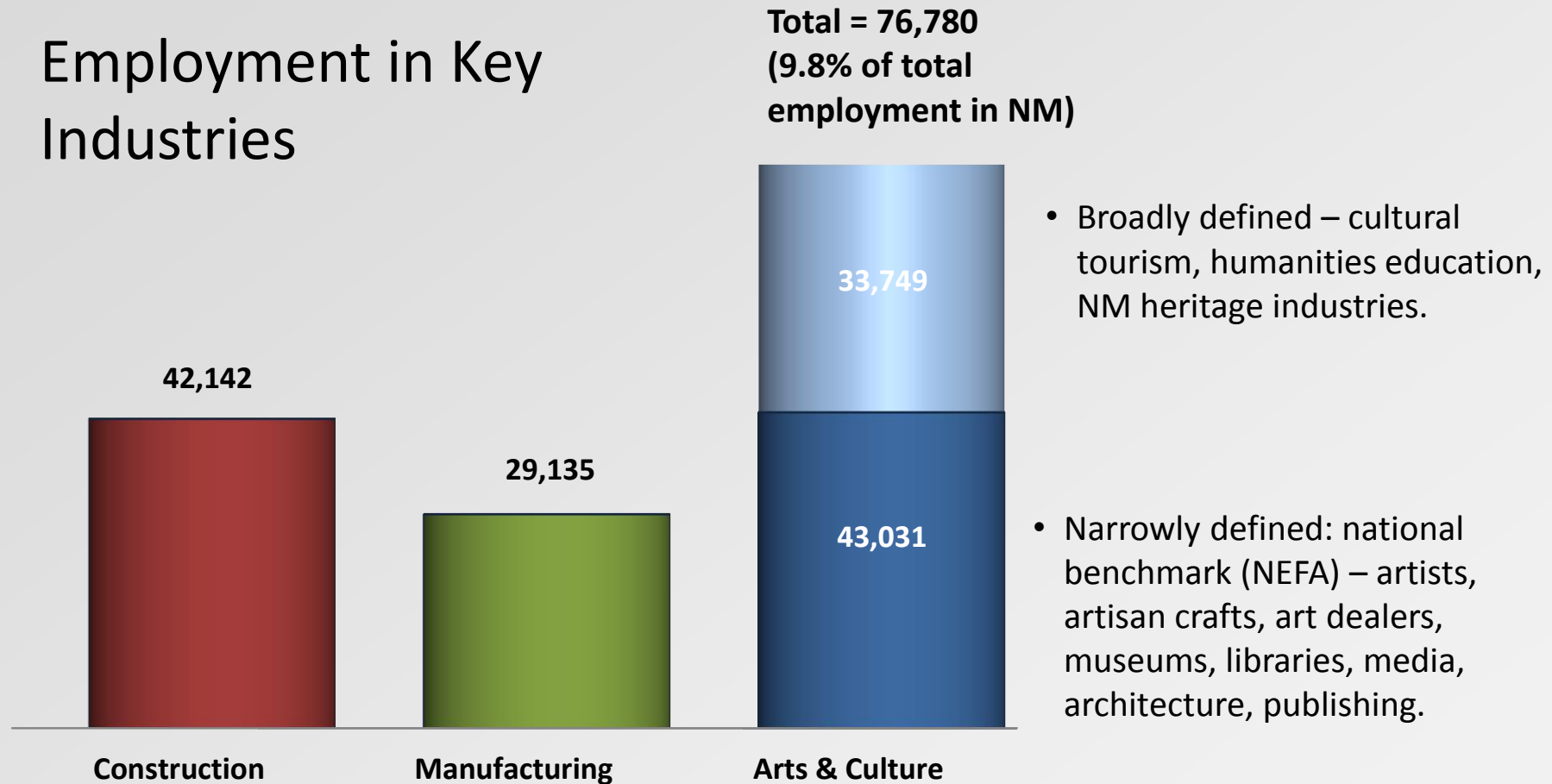


Economic Impact of Creative Industries in New Mexico

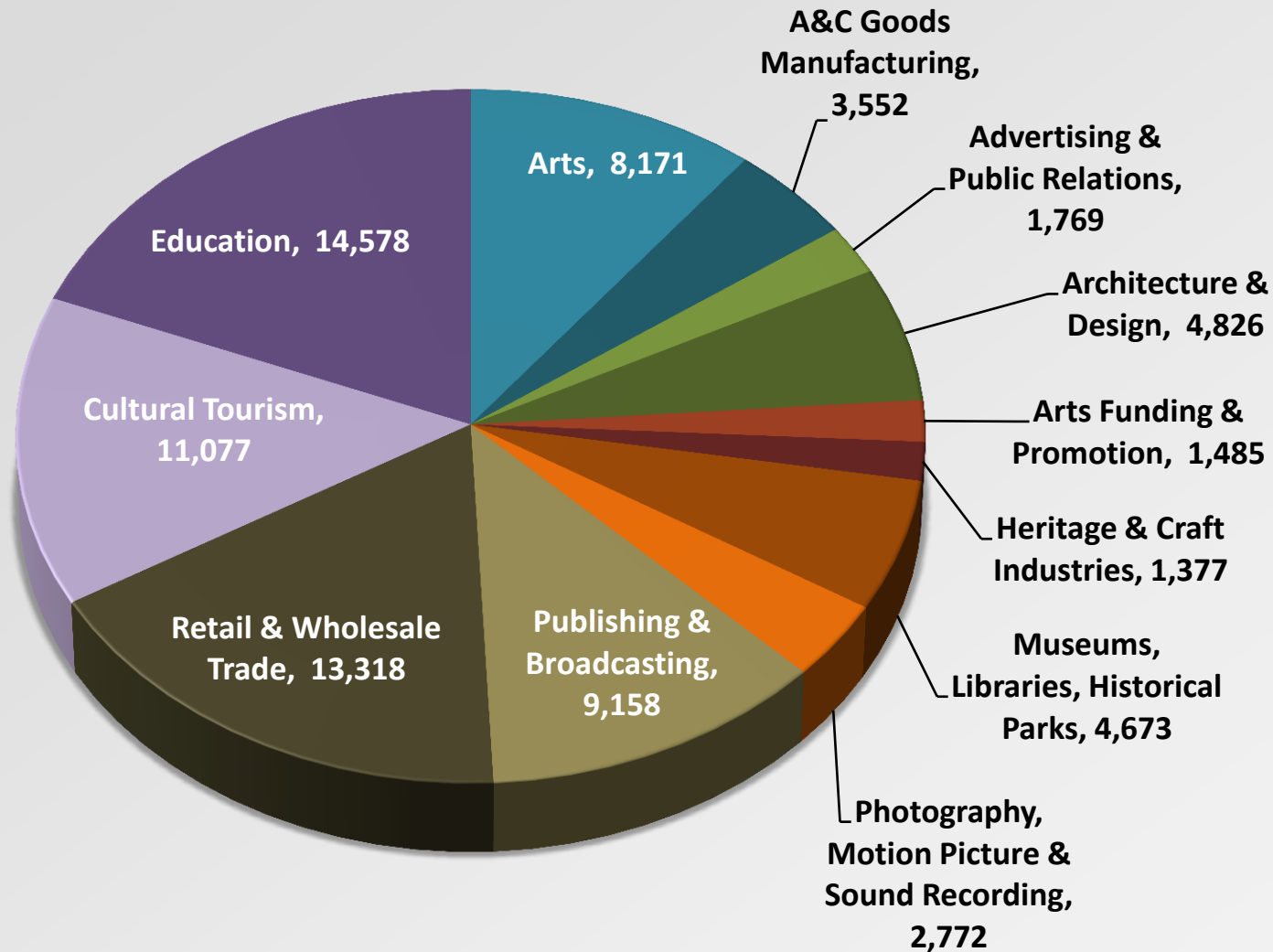


Arts & Culture is Big Business in New Mexico

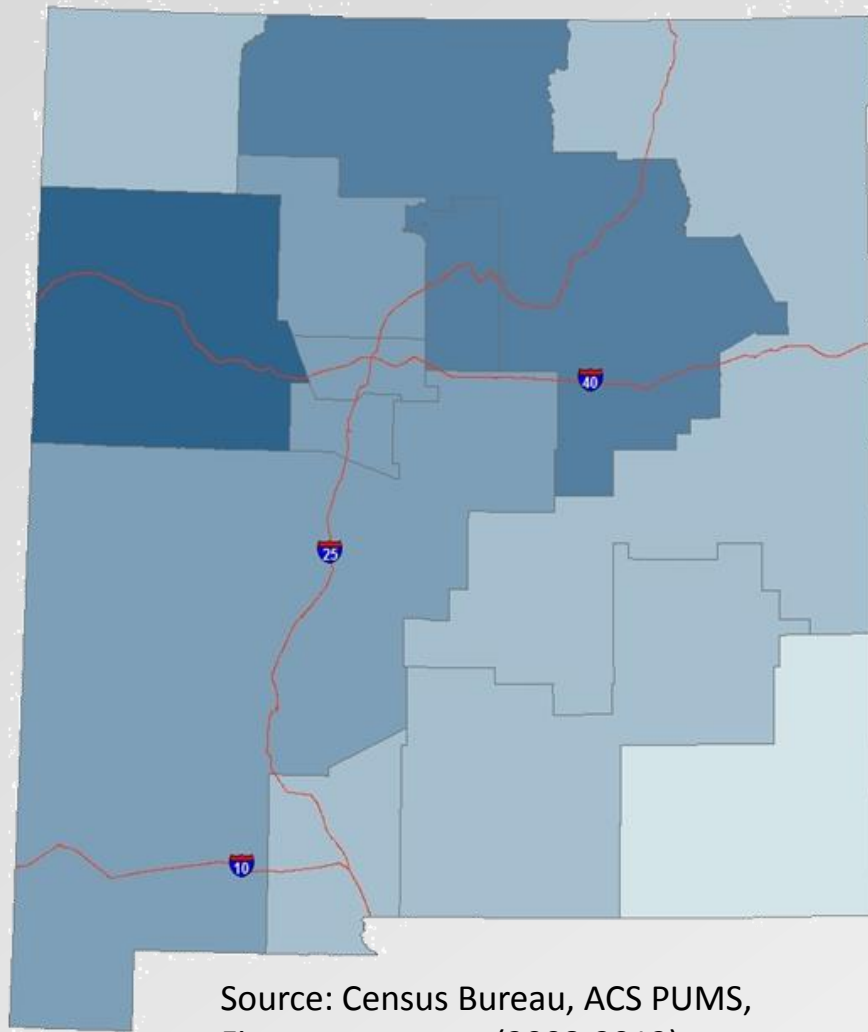
Employment in Key Industries



Arts & Culture Employment by Industry



Arts & Culture – Where Jobs are Scarce.



Share of workforce in Arts & Cultural occupations

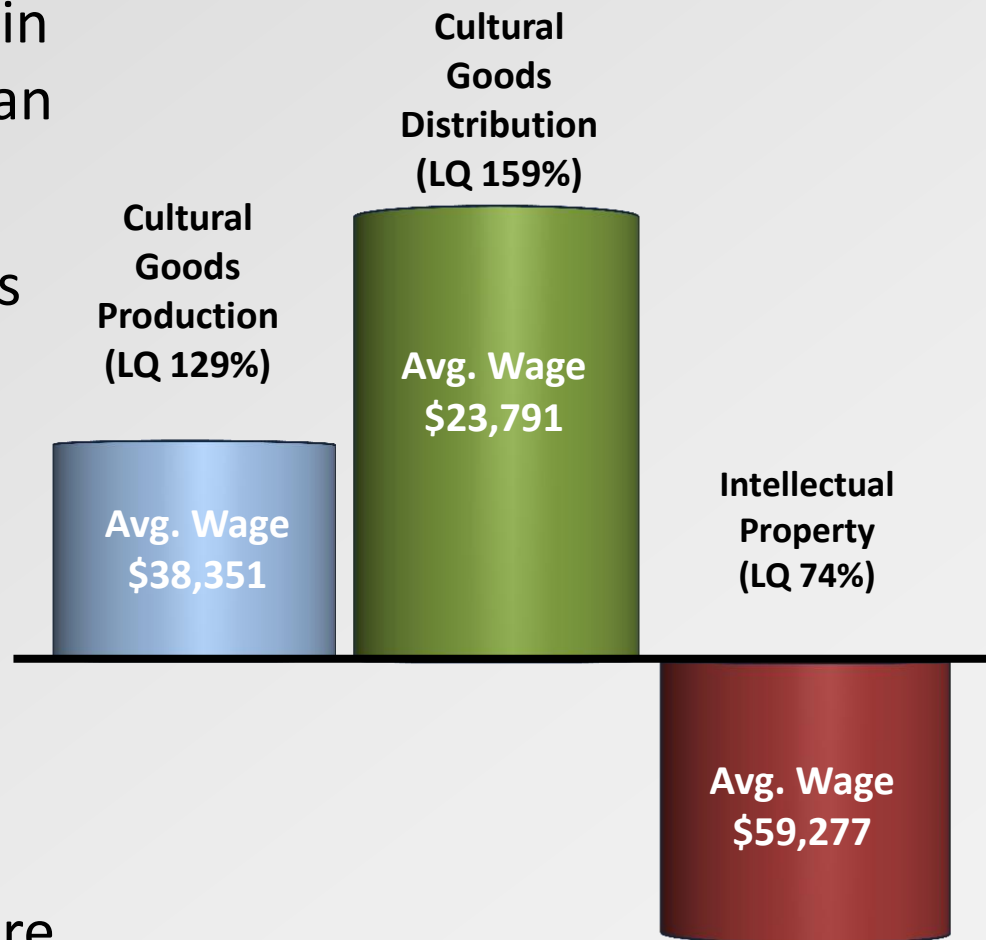
Zuni case study

- 50 of 125 (40%) adults identified arts & artisan crafts as their primary source of income.
- 90 of 125 (72%) report arts & artisan crafts as a source of income.



NM is Not Capitalizing on its Cultural Assets

- In total, employment in A&C in New Mexico is 3% greater than national share.
- NM is strong in cultural goods production & distribution – where wages are lowest and growth is slowest.
- But weak in applied Intellectual Property fields (e.g. publishing, media, architecture, design, advertising) – where wages are highest and growth is fastest.



Inventory and Assessment of Key Sectors of New Mexico's Arts and Cultural Economy

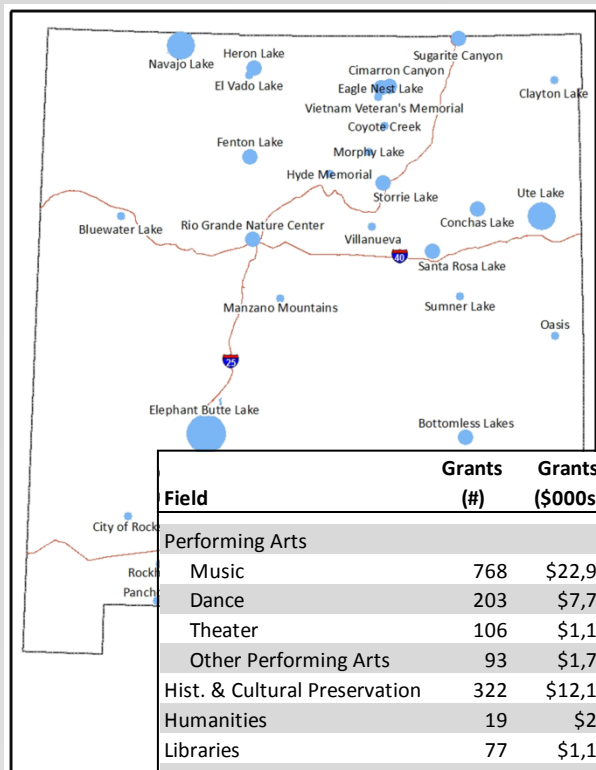


Inventory & Analysis of NM's Cultural Assets

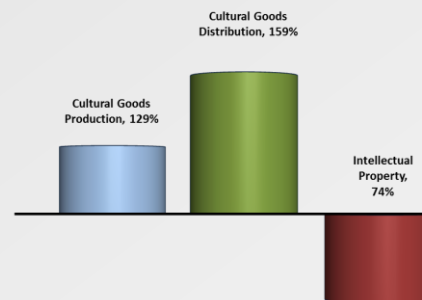
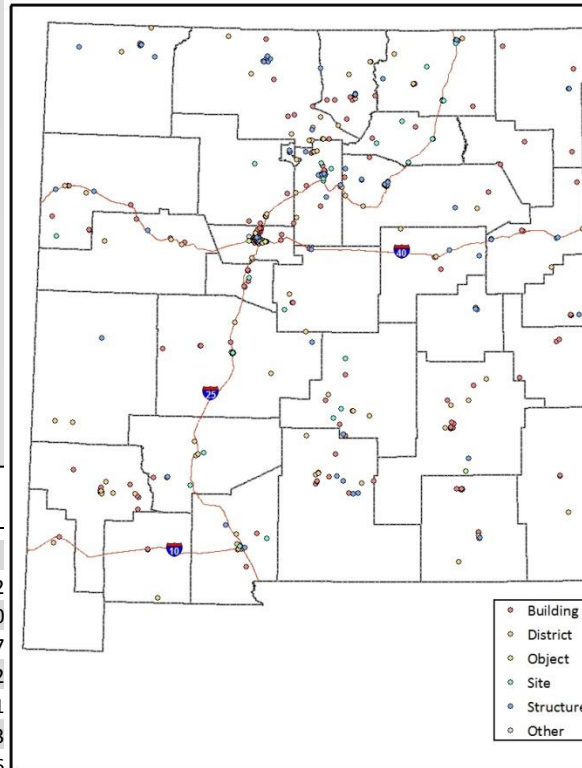
- Detail of 9 sectors – artists, galleries, advocacy, museums, libraries, parks, cultural tourism, heritage industries, and historic preservation.
- Inventory of New Mexico's cultural assets – catalog in charts, maps and tables.
- Analysis of trends and challenges , both global New Mexico perspectives.
- Each section written to stand alone.



Reference materials: maps, tables and charts



Field	Grants (#)	Grants (\$000s)	
Performing Arts			
Music	768	\$22,92	
Dance	203	\$7,70	
Theater	106	\$1,17	
Other Performing Arts	93	\$1,72	
Hist. & Cultural Preservation	322	\$12,11	
Humanities	19	\$23	
Libraries	77	\$1,16	
Media	157	\$9,696	5%
Museums	717	\$100,356	48%
Visual Arts	43	\$661	0%
Arts & Cultural Education	403	\$40,604	19%
Arts & Cultural Research	11	\$402	0%
Youth Development	83	\$858	0%
Community Support	56	\$1,554	1%
Organization Support	294	\$7,798	4%
Other (Unspecified)	123	\$1,218	1%
TOTAL	3,475	\$210,180	100%



Native North American Languages	Speakers (#)	NM (%)	US Speakers Living in NM (%)	Spoke English less than "Very Well"
Navajo	63,027	3.47%	37%	15,003
Keres	12,230	0.67%	94%	626
Zuni	8,923	0.49%	95%	1,314
Tewa	4,121	0.23%	80%	344
Towa	2,161	0.12%	99%	592
Tiwa	2,121	0.12%	93%	73
Apache	1,312	0.07%	9%	36
Jicarilla	454	0.02%	100%	66
Dakota	446	0.02%	2%	19
Chiricahua	408	0.02%	89%	
American Indian	289	0.02%	3%	35
Comanche	152	0.01%	16%	
Muskogee	98	0.01%	2%	
Hopi	92	0.01%	1%	29
Mohave	88	0.00%	27%	
Cherokee	87	0.00%	1%	
Choctaw	80	0.00%	1%	17
Blackfoot	62	0.00%	3%	
Pima	30	0.00%	0%	
Paiute	21	0.00%	1%	
Cheyenne	20	0.00%	1%	
Nez Perce	20	0.00%	2%	
Omaha	17	0.00%	4%	
Inupik	16	0.00%	0%	16
Cree	15	0.00%	2%	
Athapaskan	10	0.00%	1%	
Ute	6	0.00%	0%	
TOTAL	96,306	5.30%		18,170



Global Changes in Cultural Industries

Recession is more than a temporary downturn – it is a moment in a larger process of change.

- Globalization / Localism – a need continuity and stability in an expanding world & marketplace.
- Technology changes how culture is produced and consumed, and how people define community.
- Organizations must be flexible, diverse and able to collaborate .
- Audience engagement – social media, community outreach, experiential programming.



Conversations with New Mexico's Arts & Cultural Professionals and Entrepreneurs: Challenges & Opportunities



New Mexico as a Small Pond for Creative Workers

- Advantages: strong social networks; ease of access; retained history, culture and natural beauty; affordable and high quality of life; allowance for experimentation.
- Disadvantages: limited material & institutional support; small labor force and markets; isolation from centers of innovation; competition and exclusion.
- Most acknowledge both advantages & disadvantages, but weigh the trade-off differently.



Will NM Creative Professionals Stay or Go?



47% will stay – no matter what.

- Native, rural, older or multigenerational.
- NM is home; professional work is an expression of NM identity.
- Preservation is priority, even if it limits opportunities.
- **Orientation is local.**
- Isolation is not a problem – inspiration, social networks, collaboration, learning opportunities are local.



43% would leave – for opportunity.

- Younger, more recent arrivals & 2nd generation, Santa Fe.
- Professional considerations are primary.
- Open to change that creates opportunity.
- **Orientation is global.**
- Isolation must be overcome – social networks, learning opportunities, collaboration extend beyond New Mexico.



The Small Pond: A False Debate?

- Nearly all recognize the advantages and disadvantages of working in the small pond.
- Perception that creative industries in NM is a zero sum game – for every winner there is a loser.
- Moving beyond the zero sum game and toward a paradigm of growth and opportunity:
 - a) integration of the local – regions, diverse skills
 - b) the local as a platform for the global



Positioning New Mexico's Creative Economy for the 21st Century



A. Creative Business Development

Establish a public-private partnership to support the development of creative businesses in New Mexico.

- Business incubator with training in marketing, fundraising, financial mgt, human resource mgt, business planning.
- Information technology service and training, website and social media design and development.
- Website to serve as a platform for statewide communication & networking among individuals and organizations in creative industries in New Mexico.



B. Place-making and Community Development

Renewed emphasis on community-scale cultural capacity building.

- Protect Native American arts against misrepresentation.
- Prioritize community-based cultural capacity building – funding for Arts & Cultural District program, emphasis on funding community programs and grassroots organizations
- Collaboration with tourism industry to incorporate community perspectives, developing capacity in hospitality sector, extension of Trails programs.



C: Cultural Education and Engagement

Initiatives that emphasize engagement in both educational and cultural programming.

- Vigorous implementation and monitoring of NM's pioneering 2003 Fine Arts Education Act (FAEA).
- Inter-departmental initiatives to develop culturally relevant curriculum and inter-cultural teaching strategies.
- Inventory and develop participatory and experiential audience engagement technologies in the state's arts and cultural organizations, including museums; emphasize multi-functional art spaces; social media strategies.



D. Clusters, Markets and Branding

Acknowledge the importance of creative industries in New Mexico's economy.

- Develop cluster-based strategies to develop creative industries in New Mexico; support regional integration of cultural organizations and creative industries across the state.
- Prioritize creative industries in statewide economic development policy; review lessons-learned from state's film and lab-centered tech-transfer programs.
- Develop a national product and service export marketing campaign that establishes a modern, quality-first brand.



Conclusions

- Arts & cultural industries is the foundation of the creative economy, and the creative economy is the driver of the 21st century economy.
- New Mexico has remarkable cultural assets, but has failed to leverage these assets to grow the creative economy.
- What are needed are catalysts, strategically targeted support, better coordination and communication, engagement to bridge the local-global divide.
- Compared to programs to attract industry, supporting creative industries is low cost, reaches local communities, builds capacity that is versatile & sustainable, creates jobs that stick around, and can utilize programs already exist.



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