

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

Presented by
Jeffrey Mitchell, Ph.D.

Research funded by
New Mexico Department of Cultural Affairs

August 2014



Why this research is important

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



How this research is unique

- Broad in scope – artists & artisans, galleries, museums, libraries, architects, media, publishing, advertising, education, heritage industries and cultural tourism.
- Local & Global – Integrates an understanding of the uniqueness of New Mexico with an analysis of global changes in creative industries.
- Numbers & people – lays out the landscape with numbers and attempts to illustrate and explain with experiences.
- Reviews the current status of New Mexico's creative economy and addresses the challenges that lie ahead – offering specific recommendations.

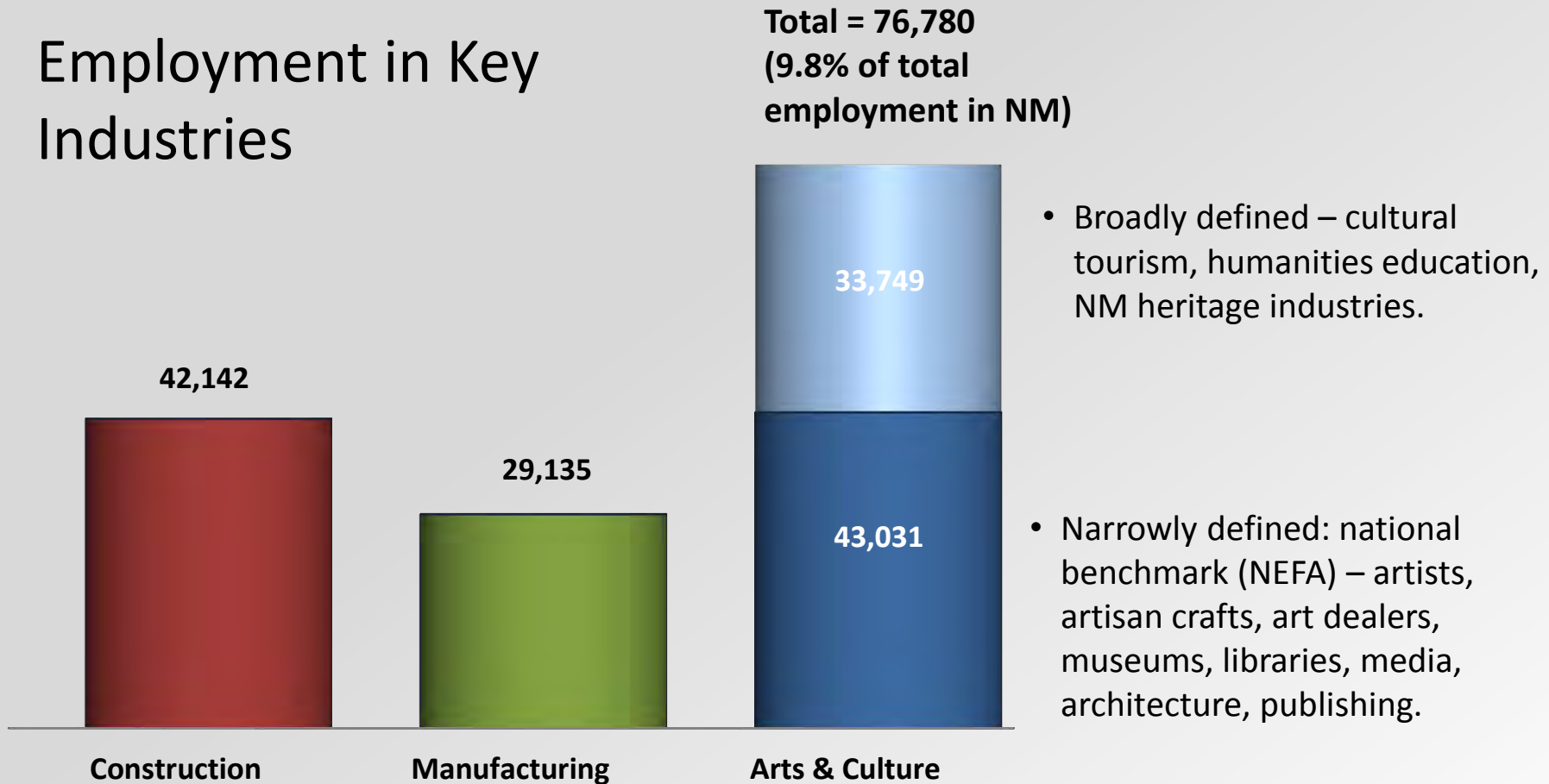


Economic Impact of Creative Industries in New Mexico

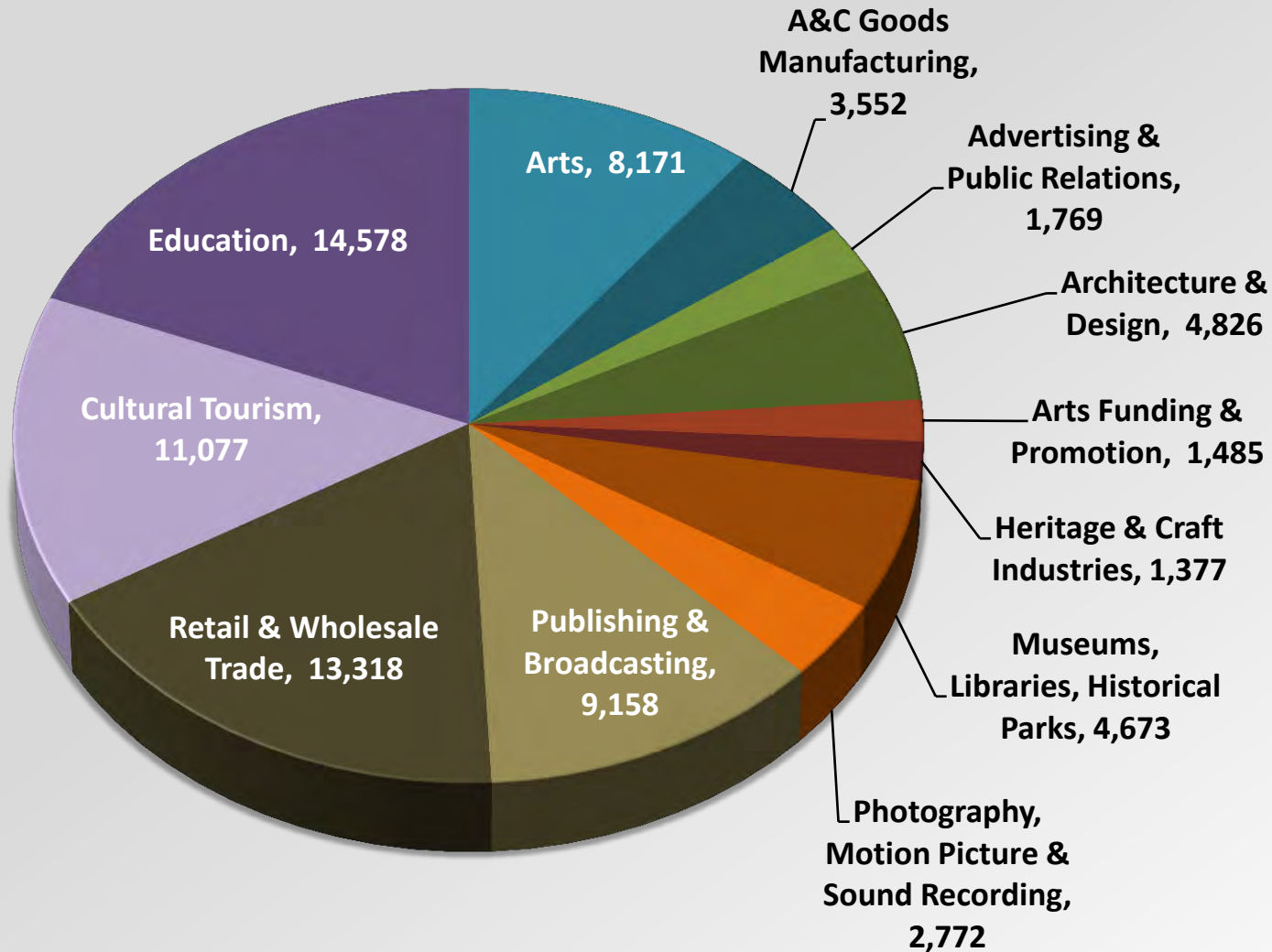


Arts & Culture is Big Business in New Mexico

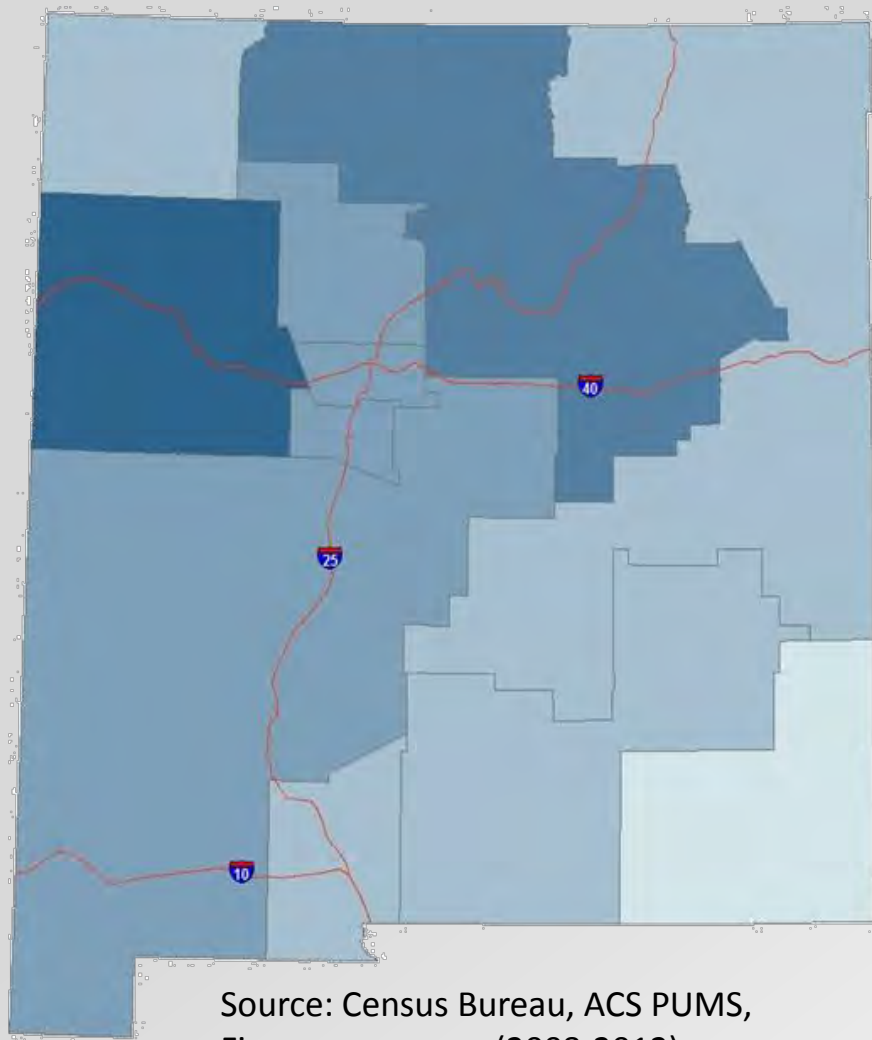
Employment in Key Industries



Arts & Culture Employment by Industry



Arts & Culture – Where Jobs are Scarce.



Source: Census Bureau, ACS PUMS,
Five-year average (2008-2012).

Share of workforce in Arts & Cultural occupations

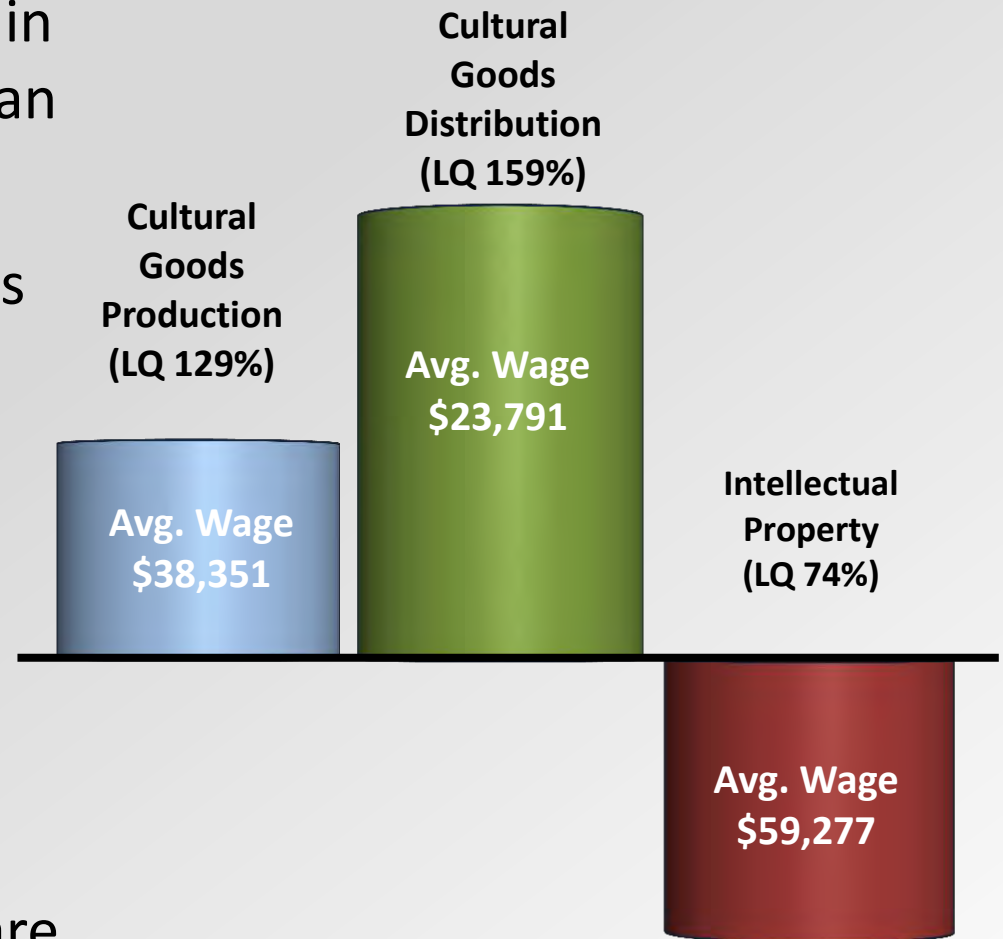
Zuni case study

- 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

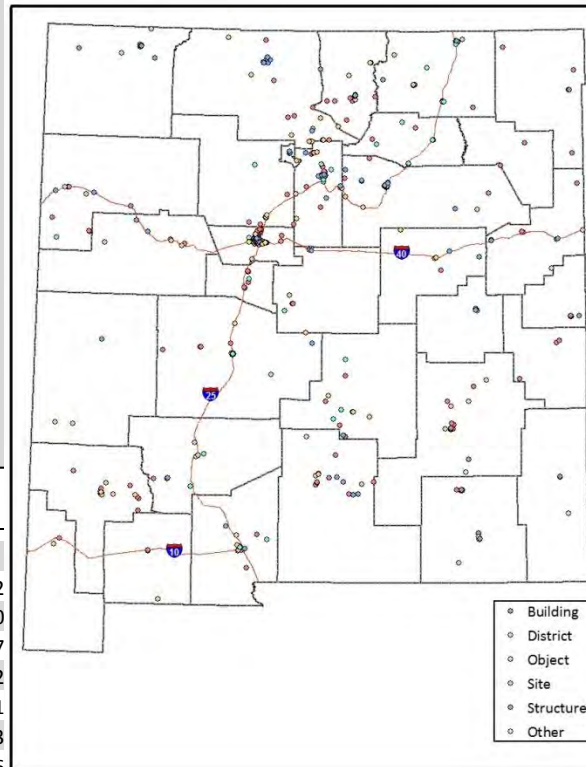
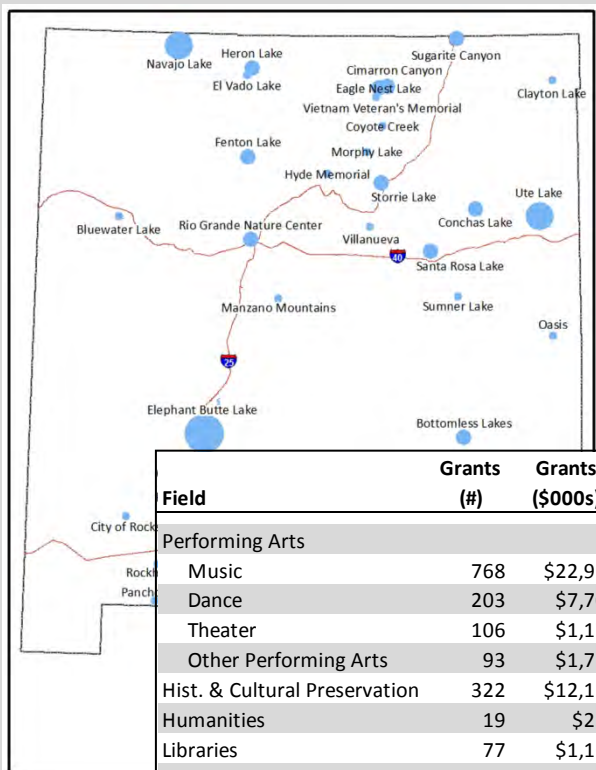


Inventory & Analysis of NM's Cultural Assets

- Detail of 9 sectors of A&C – artists, galleries, advocacy, museums, libraries, parks, cultural tourism, heritage industries, and historic preservation.
- Includes tables, charts and maps that provide an inventory of cultural assets.
- Each section includes an analysis of challenges and trends, from both a global and a New Mexico-specific perspective.
- Each section written to stand alone.



Reference materials: maps, tables and charts



| 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% | |
| Athapascan | 10 | 0.00% | 1% | |
| Ute | 6 | 0.00% | 0% | |
| TOTAL | 96,306 | 5.30% | | 18,170 |



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



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 is changing how culture is produced and consumed, and how people define community.
- Organizations must be flexible, diverse and able to collaborate – see libraries as internet access points, multi-functional ‘art spaces’.
- Engaging an audience with experiential programming, social media, community outreach.



New Mexico as a Small Pond for Creative Workers

- Almost universal account of NM as a ‘small pond’.
- 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 same advantages and disadvantages of working in the small pond – just give more weight to one or the other.
- Related: there is a 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
 - b) the local as a platform for the global.



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



A. Creative Business Development

Establish an organization to support the development of creative businesses in New Mexico. The organization would provide, at or below cost, services such as:

- Business incubator with training in marketing, fundraising, financial mgt, human resource mgt, business planning specific to the needs of creative entrepreneurs.
 - IT service and training, website and social media design & development.
 - Website to serve as a platform for statewide communication & networking among individuals and organizations within creative industries.
- Presence in all regions of the state.
 - Organized as public-private partnerships.



B. Place-making and Community Development

Renewed emphasis on community-scale cultural capacity building.

- Protect Native American arts against misrepresentation with enforcement of federal and state Indian Arts & Crafts Acts, and support of Native communities in marketing.
- Prioritize community-based cultural capacity building – funding for Arts & Cultural District program; emphasize funding community-based programs and organizations (versus individual artists and large cultural organizations).
- Collaboration with Tourism Dept. in incorporating local and community perspectives, developing capacity in hospitality sector, extension of Trails programs.



C: Cultural Education and Engagement

Initiatives that emphasize outreach and engagement in educational & cultural programming, helping students and individuals find meaning in a rapidly globalizing world.

- 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; apply state-of-the-art strategies to promote their development.

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



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.



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

**Thanks to the New Mexico
Department of Cultural Affairs
and Secretary Gonzales for
supporting this project.**

