

SUSANA MARTINEZ  
GOVERNOR

JON BARELA  
CABINET SECRETARY  
FOR IMMEDIATE RELEASE  
September 14, 2015



Contact: Angela Heisel  
(505) 629-5148

[Angela.Heisel@state.nm.us](mailto:Angela.Heisel@state.nm.us)

## **New Mexico MainStreet, Department of Cultural Affairs to Host Building Creative Communities Conference**

*Theme of Revitalizing through Arts, Culture, Tourism, and Preservation helps  
Communities Collaborate, Grow, and Thrive*

**Santa Fe, NM** - New Mexico MainStreet and the Department of Cultural Affairs are partnering to host a conference that will connect New Mexico's local community builders and stakeholders with resources, networking opportunities, and means to encourage collaborative approaches to creative community economic development throughout the state. The "Building Creative Communities Conference: Revitalization through Arts, Culture, Tourism and Preservation," will take place November 4 to 6 at La Fonda on the Plaza in Santa Fe.

"Bringing together individuals from a variety of sectors that focus on culture and community and economic development goals can be a powerful way for communities to leverage their assets, and encourage and support endeavors in the creative economy," said Economic Development Secretary Jon Barela. "This is an exciting and innovative conference that supports new economic approaches and creative thinking."

The Building Creative Communities Conference is a collaborative effort designed to promote the coordination of interdisciplinary strategies that help local communities bring diverse, talented stakeholders together to collaborate and leverage each other's strengths to improve economic development. By fostering cooperative efforts that integrate commercial district revitalization, arts, tourism and history, New Mexico can creatively build communities that dynamically sustain effective initiatives and be more resilient in the face of economic change.

"The creative economy is a rapidly growing and transformative sector," said Department of Cultural Affairs Secretary Veronica N. Gonzales. "As a leading state in arts and culture, New Mexico is well-positioned to better develop and integrate the creative economy into our state's economy. The Building Creative Communities Conference is an extraordinary opportunity for building collaborative efforts and networks that will benefit our communities."

This year's conference will present stellar keynote plenary sessions, break-out sessions on public art, virtual communities, entrepreneurship, heritage trails, cross-sector partnerships, and cultural landscapes. Attendees will have the opportunity to hear from 44 local, regional, state and national speakers; take part in educational tracks on cultural corridors and placemaking; and enjoy fun and informative networking opportunities. The opening celebration will feature internationally renowned dance artist and choreographer Rulan Tangen and her ensemble, Dancing Earth, who will perform a new piece designed to celebrate the theme of the 2015 event.

Joseph M. Montoya Bldg.  
(800) 374-3061

1100 South St. Francis Dr.  
(505) 827-0307

Santa Fe, New Mexico 87505-4147  
fax: (505) 827-0263  
[goNM.biz](http://goNM.biz)

For more information on the Building Creative Communities Conference, including speaker bios, conference schedule, and lodging information, please visit [www.buildingcreativecommunities.org](http://www.buildingcreativecommunities.org). General Registration is open [here](#). The Conference takes place November 4 to 6, 2015, at La Fonda on the Plaza, 100 E. San Francisco Street in Santa Fe.

###